



GLOBAL BRAND BOOK 2023

B CORP COMMUNITY



Welcome!

The frameworks, tools, and guidelines contained in this Global Brand Book are designed to help Certified B Corporations work with B Lab to drive a cohesive, consistent, and differentiated communication strategy towards our collective vision of economic systems change.

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The B Corp brand & movement

A brand is much more than a logo.
It is a set of core beliefs. It is a vision.
It is a promise. It engages with tone and voice.
And it is both inspired and constrained by guiding
principles that inform our actions and speech.



Vision + Network + Movement

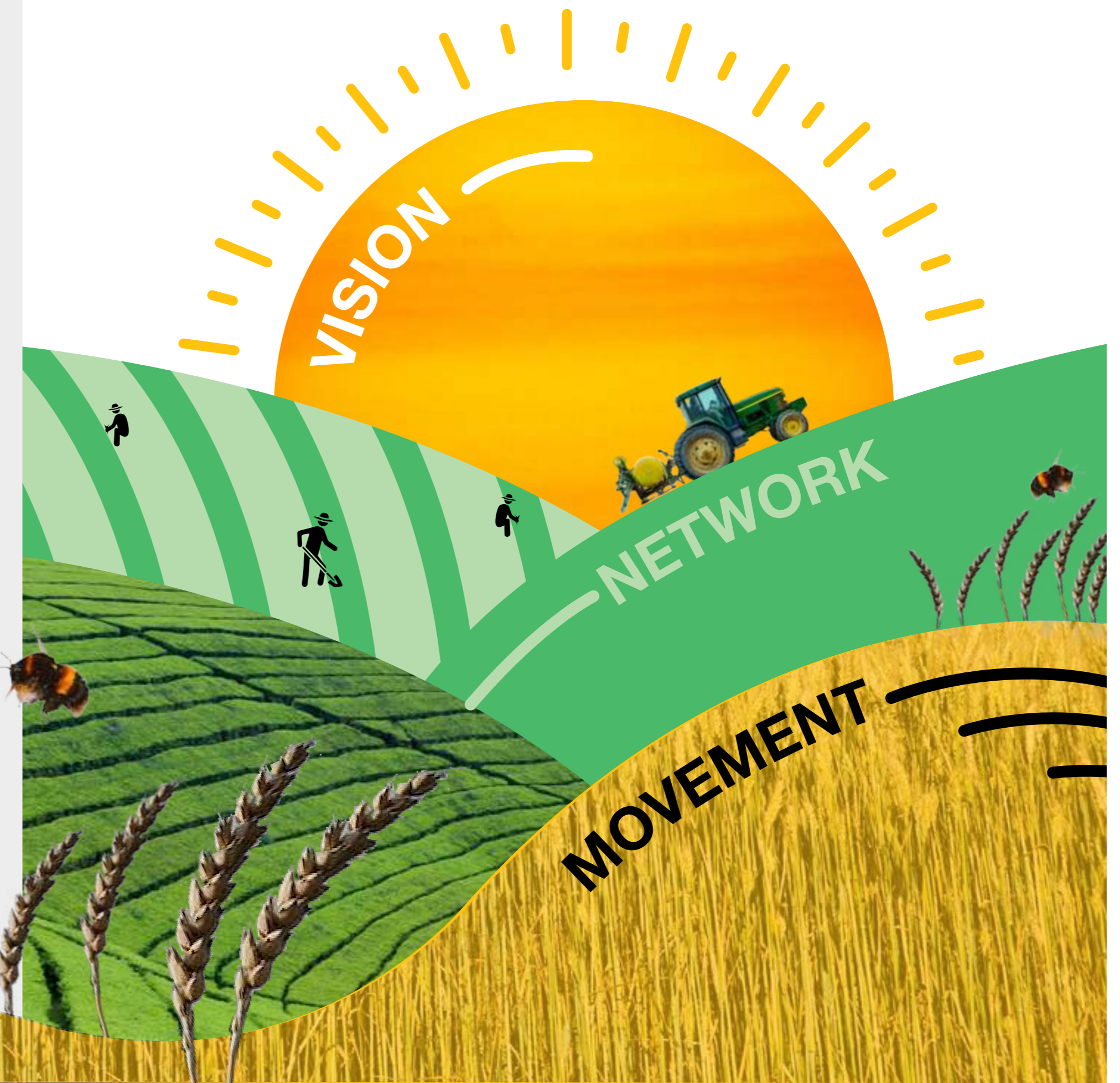
In our current global economic system, business is failing its enormous promise to create positive impact while driving large-scale negative impact. In short, it's putting profit over people and planet.

B Lab believes that a different kind of economy is not only possible, but necessary — and that business can lead the way.

Since 2006, we've been advancing this work around the world by certifying B Corporations: companies that meet high standards of social and environmental performance, accountability, and transparency. B Corps are also legally committed to bringing benefit not just to shareholders, but all business stakeholders — workers, customers, communities, and the environment.

The B Corp movement is here to change our economic system — and to do so we have to change the rules of the game. We create standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp community towards collective action to address society's most critical challenges. And we're doing it all to realize our vision of an inclusive, equitable, and regenerative economy that works for everyone.

[Watch video](#)





B Global Network:

We are the nonprofit network transforming the global economy to benefit all people, communities, and the planet.

Brand name:

B Lab

Central organization name:

B Lab Global

Partner organization names:

B Lab Australia & Aotearoa New Zealand

B Lab East Africa

- B Market Builder Mauritius
- B Market Builder South Africa

B Lab Europe:

- B Lab Benelux (Belgium, Netherlands, & Luxembourg)
- B Lab France
- B Lab Germany
- B Lab Italy
- B Lab Spain
- B Lab Switzerland
- Additional European B Lab Partners: Nordics (including Denmark, Sweden, Finland, Iceland, Norway, & Greenland), Poland, & Portugal

B Lab Hong Kong & Macau

B Lab Korea

B Lab Singapore

B Lab Taiwan

B Lab United Kingdom

B Lab U.S. & Canada

B Market Builder China

B Market Builder Japan

B Market Builder Southeast Asia

Sistema B Internacional:

- Sistema B Argentina
- Sistema B Brasil
- Sistema B Chile
- Sistema B Colombia
- Sistema B Ecuador
- Sistema B México
- Sistema B Paraguay
- Sistema B Perú
- Sistema B Uruguay
- Sistema B América Central & Caribe

Network name:

B Global Network

Movement name:

B Corp movement

Community name:

B Corp community



B stands for **Benefit for all**.
The B Global Network mobilizes
the B Corp movement to
change our economic system to
positively impact all stakeholders
— workers, communities,
customers, and our planet.





Brand communication

The words we use matter. How we speak about ourselves, our ideas, and our global movement has a profound impact on how we are understood by and resonate with people. For that reason, we offer the following to help you communicate effectively and consistently.



B Lab[™] is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

We began in 2006 with the idea that a different kind of economy was not only possible, it was necessary – and that business could lead the way towards a new, stakeholder-driven model. We became known for certifying **B Corporations**[™], which are companies that meet high standards of social and environmental performance, accountability, and transparency.

But we do much more than that. We're building the B Corp movement to change our economic system –

and to do so, we must change the rules of the game. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp community towards collective action to address society's most critical challenges.

By harnessing the power of business, B Lab positively impacts more than 150 industries in more than 80 countries, helping them balance profit with purpose.* Together, we are shifting our economic system from profiting only the few to benefiting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence.

We won't stop until **all** business is a force for good.

Together, we transform the global economy to benefit all people, communities, and the planet.

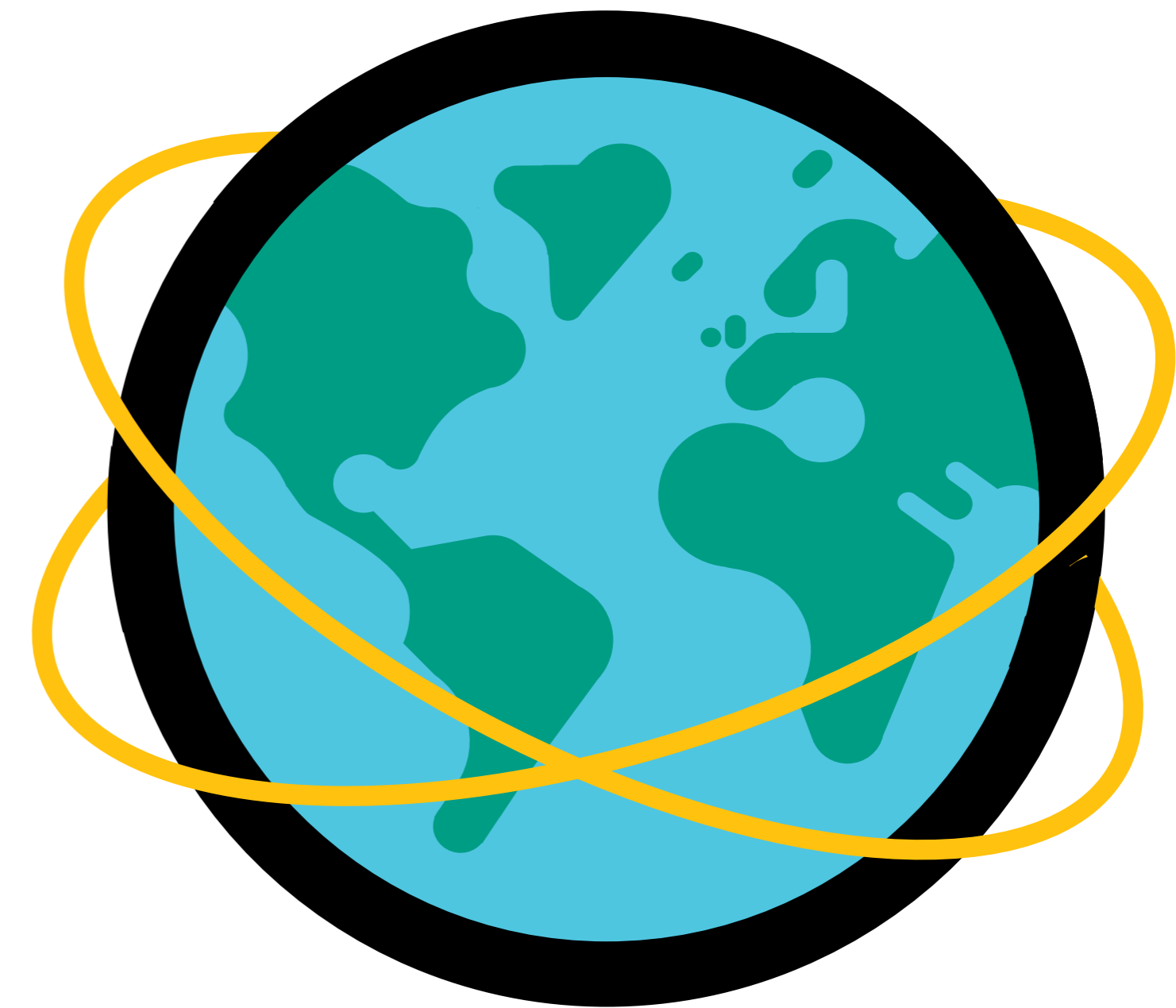
Together, we lead economic systems change that will realize our vision of an inclusive, equitable, and regenerative economy.

Together, we create standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism.

Together, we're changing the rules of the game so that all businesses have to balance profit and purpose.

Together, we're building a movement of people using business as a force for good.

Together, we won't stop until all business is a force for good.





All B Corps sign the Declaration of Interdependence as part of their certification, making a commitment to embody the values of the B Corp community and work towards our collective vision of business as a force for good.



WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION - THE B CORPORATION - WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTER. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.

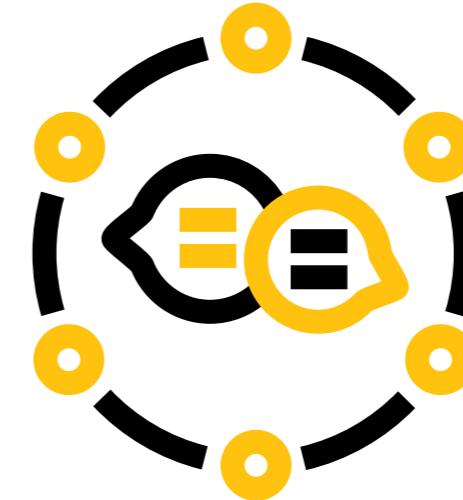


The voice of the B Corp movement and B Lab is positive, inclusive, and credible. When announcing or talking about your certification and work as a B Corp, aim to follow these principles.



Positive

We celebrate businesses that are doing more for all people and the planet by sharing their success and showing how they're working to improve with help from our tools and frameworks. Our communications do not lay blame or instigate fear, but are rooted in optimism and realism, and uplift all we can do together to drive economic systems change.



Inclusive

We work to accelerate a shift in global business culture by ensuring all voices are included in the conversation. Our communications center justice, equity, diversity, and inclusion, fostering understanding and solidarity with business actors and stakeholders that have traditionally been excluded from conversations and decision-making in the corporate world.

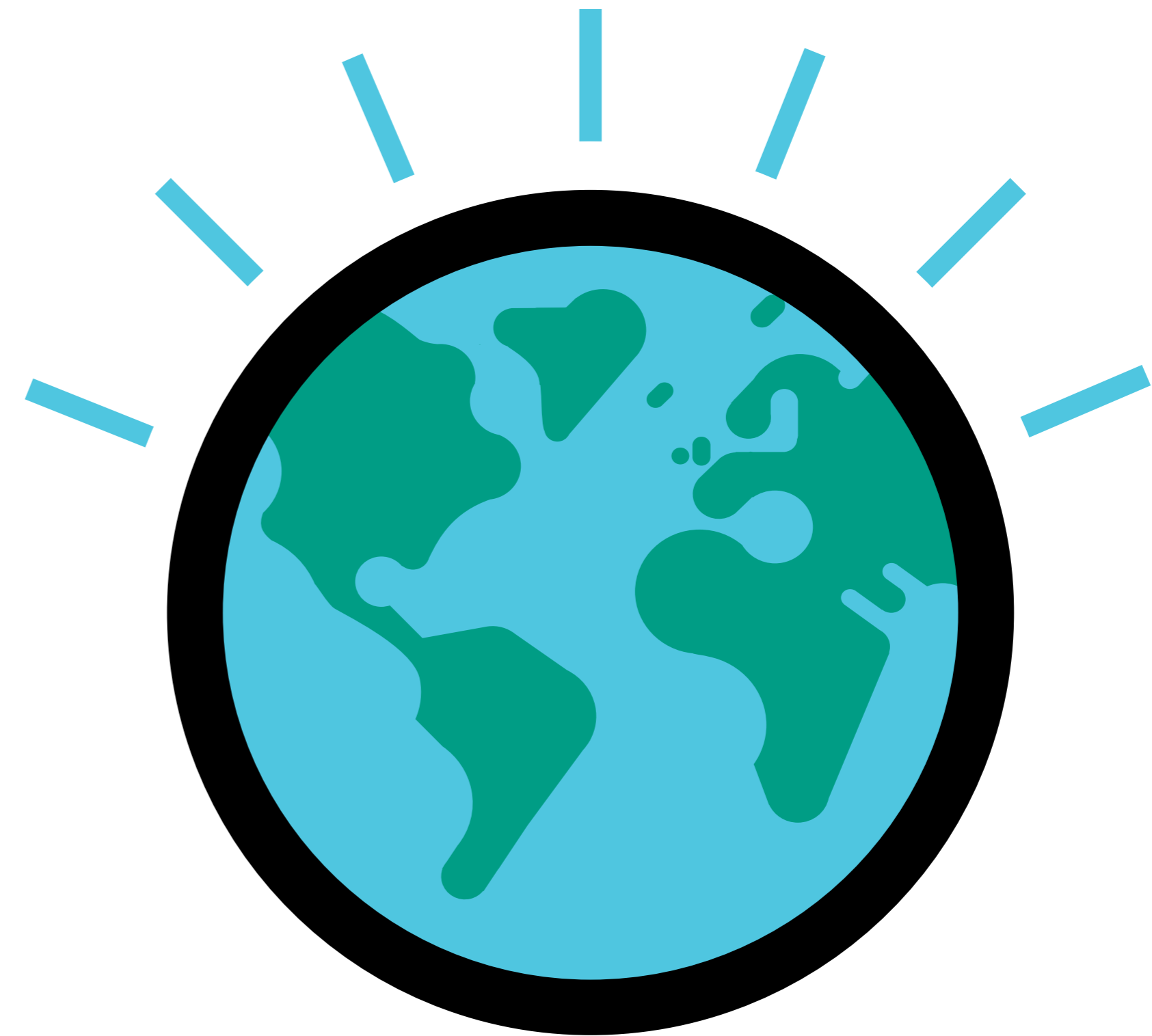


Credible

B Lab is a leading voice in the field of global business impact management and measurement. Like all of our work, our communications are rooted in the foundation of B Lab's rigorous and continuously improving standards for B Corp Certification. The hope and optimism of our narrative is rooted in credibility and accountability.

Congratulations on getting certified as a B Corp!

Your company now belongs to a community of businesses leading the transformation of the global economic system. As a B Corp, you'll want to share your achievement with the world. Here are a few guidelines to follow when communicating about your certification, in ways that emphasize community, interdependence, and continuous improvement.



BRAND COMMUNICATION - HOW TO COMMUNICATE ABOUT CERTIFICATION



You might want to say:

What you should say instead:

Why not...

As a B Corp, we're meeting the highest standard of social and environmental impact.

As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact.

...“highest”?:
Being a B Corp isn't about being the best. It's about always working to be better. That's why B Lab works to evolve our standards, and why B Corps recertify every three years to ensure they're keeping up and improving.

We're the first/biggest/only company of XYZ kind/in XYZ industry/region/country to become a Certified B Corporation.

As a B Corp in XYZ industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.

...“first” or “only”?:
One single company can't shoulder all economic systems change, which is why B Corps lead as a movement. Rather than single your company out, consider all you're gaining by joining a global community!

We've been awarded B Corp Certification.

We're now a Certified B Corporation/
Our business is now B Corp Certified.

...“awarded”?:
B Corp Certification isn't an award — it's the beginning of a journey towards continuous improvement and collective action.

We now have B Corp status/accreditation.

We're now a Certified B Corporation/Our business is now B Corp Certified.

...“status” or “accreditation”?:
Stay consistent with the same terminology used by B Lab and B Corps around the world — it's a certification!



On B Corp Certification

B Corp Certification means that a company has been verified as meeting B Lab's high standards for social and environmental impact, that it has made a legal commitment to stakeholder governance, and that it is demonstrating accountability and transparency by disclosing this record of performance in a public B Corp profile.

On maintaining certification and continuous improvement

By certifying, B Corps step into a framework for continuous improvement. In order to maintain certification, companies must undertake the assessment and verification process every three years, demonstrating they are still meeting B Lab's standards — which are themselves always improving, with continual input from expert stakeholders.

On stakeholder governance

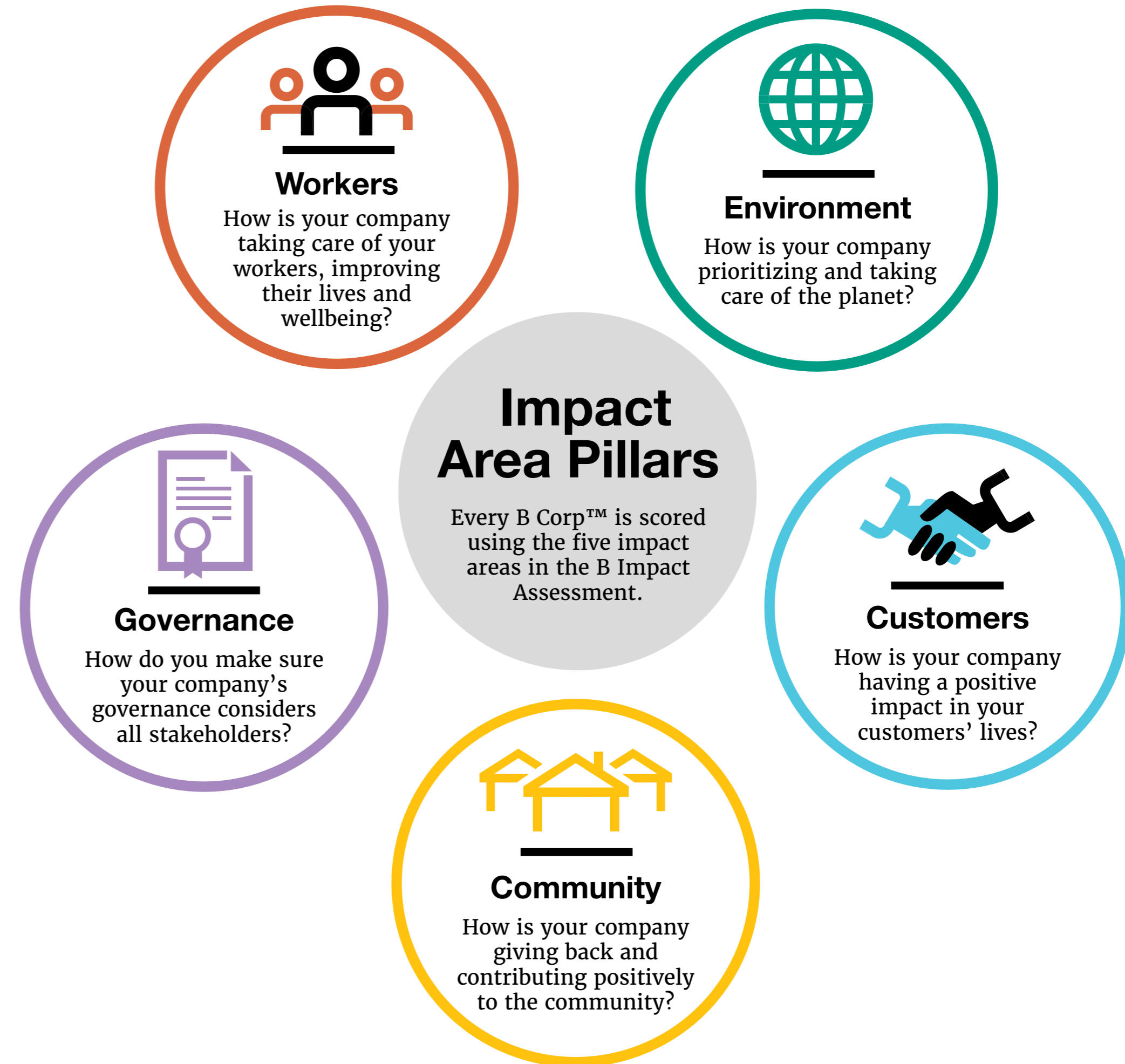
Stakeholder governance is a growing corporate governance alternative to shareholder primacy — the prevailing doctrine under capitalism that pushes companies to prioritize profit above all else, driving inequality, environmental extraction, and social fragmentation. B Corps make a commitment to consider the interests of all stakeholders in their business operations: workers, customers, communities, and the environment.

On collective commitment to rising standards and economic systems change

B Corp Certification does not mean that a company is perfect, nor that it has achieved its highest impact. It does show that it is part of a global community of business working collectively for economic systems change, and that in order to stay committed to this work it must meet rising standards for social and environmental performance.

As a B Corp, you'll have plenty of great stories to tell about your business's journey towards achieving certification. In addition to explaining B Corp Certification and what it means to you, you can show your audience the difference you make every day behind the scenes. Need inspiration? Let our five Impact Area Pillars guide you.

[↓ Download the Impact Area Pillars diagram artwork here to use in your communications.](#)





Certified B Corporation™

Certified B Corporations, or B Corps, are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability. This name is always styled as 'B Corp,' with a space, not 'B-Corp' or 'BCorp'.

B Corp™ Movement

The B Corp movement is a global movement of People Using Business as a Force for Good®. Together, we are shifting our economic system from profiting only the few to benefitting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence.

B Lab™

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the global B Corp community towards collective action to address society's most critical challenges, and we collaborate with governments, academia, coalitions, and other institutions to drive economic systems change.

B Global Network

All under the B Lab brand, the B Global Network — B Lab Global and Global Partners, including Sistema B™ in Latin America — comprises a unified group of global, regional, and national organizations spanning six continents. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

B Lab Global

B Lab Global coordinates the B Global Network to build the B Corp movement, including guiding strategic planning to ensure the network is aligned on shared objectives and

outcomes to drive economic systems change. B Lab Global facilitates communication and collaboration across regions and between teams; develops, manages, and verifies the B Corp standards; rolls out global policies; and develops new programs and products.

Global Partners

Global Partners power the B Corp movement at the local level all around the world. They grow, engage, and mobilize their regional B Corp communities, ecosystems, and partnerships, and in turn make their local economies more inclusive, equitable, and regenerative. Global Partners bring our global theory of change to life by driving policy changes with their governments, amplifying credible stories of business as a force for good, and changing the behavior of businesses in their regions.

B Lab Standards

B Lab's social and environmental business standards define how businesses can be a force for good. Based on stakeholder input, research, and established best practices, these standards are the basis for B Corp Certification requirements and B Lab's impact management tools, and they inform the network's programs and collective action initiatives. Overseen by B Lab's independent Standards Advisory Council, the standards help companies improve, measure, and manage their impact on people and the planet.

Stakeholder Governance

Stakeholder governance is the practice of valuing a company's stakeholders — i.e. those who are impacted by the activities of a company — as much as its shareholders. Companies built on this principle measure success when there is value created for all stakeholders, and believe in an economy that incentivizes businesses and investments that build on social and environmental value, recognizing the interdependence of people, planet, and the economy.



Benefit Corporations

Benefit corporation is a type of legal structure for businesses in the United States that creates a solid foundation for long-term mission alignment and stakeholder value creation. It is not a certification, and it is available only in the regions of the U.S. which have passed benefit corporation legislation. To become a benefit corporation, a company must incorporate as one in one of the regions where it is available. Some companies are both Certified B Corporations and benefit corporations, and the benefit corporation structure fulfills the legal accountability requirement of B Corp Certification. There are other similar structures with specific characteristics in other parts of the world. For more information, visit bcorporation.net.

Anti-Racism

Anti-racism goes beyond the act of being “not racist” and includes actively opposing and working to dismantle systemic racism. This is B Lab’s organizational stance on anti-racism: “As an organization, we stand against anti-Black racism and all forms of oppression including transphobia, classism, sexism, and xenophobia. We commit to a focused and sustained action to dismantle racist systems, policies, practices, and ideologies within ourselves and our networks. As we continue to learn about injustice, we embrace radical reorientation of our consciousness and will listen to the voices of Black, Brown, Indigenous and marginalized peoples to catalyze equitable outcomes for all.”

Justice, Equity, Diversity, and Inclusion (JEDI)

Justice: A concept of fair and just relations between the individual and society.

Dismantling barriers to resources and opportunities in society so that all individuals and communities can live a full and dignified life.

Equity: Allocating resources to ensure everyone has access to the same opportunities. Equity recognizes that both advantages and barriers exist and strives to remove and eliminate impediments that prevent full participation of relative groups. The principle of equity acknowledges that there are historically underserved and underrepresented populations, and that considerations regarding these unbalanced conditions is needed.

Diversity: Psychological, physical, and social differences that occur among any and all individuals; including but not limited to race, ethnicity, nationality, religion, socioeconomic status, education, marital status, language, age, gender, sexual orientation, mental or physical ability, and learning styles. Diversity isn’t just about racial differences.

Inclusion: Fostering a sense of belonging by centering, valuing, and amplifying the voices, perspectives and styles of those who experience more barriers based on their identities. The act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued. An inclusive and welcoming climate embraces differences and offers respect in the words/actions/ thoughts of all people.

Climate Justice

Climate Justice recognizes that those who are least responsible for climate change are more likely to suffer its gravest consequences. Climate Justice places the needs, voices and leadership of those who are most impacted at the forefront — putting people and equity at the center of climate action and advocacy.

B Impact Assessment™

The B Impact Assessment is a free, confidential platform designed to help measure and manage your company’s positive impact on your workers, community, customers and environment.

SDG Action Manager

Developed by B Lab and the United Nations Global Compact, the SDG Action Manager is an impact management solution that enables businesses to take action on the Sustainable Development Goals through 2030.

The SDG Action Manager enables dynamic self-assessment, benchmarking, and improvement through a series of questions, guidance, and performance scores related to the Sustainable Development Goals and the Ten Principles of the UN Global Compact in areas of human rights, labor, environment, and anti-corruption. It is a confidential self-assessment tool that is free and easy to use for all types of businesses.



We require everyone to use the TM symbol or ® symbol, as applicable, after the first use of the following phrases in either body copy or headlines.

B Lab -----> TM

Certified B Corporation -----> TM

B Corp -----> TM

Sistema B -----> TM

Empresa B Certificada -----> TM

B Impact Assessment -----> TM

People Using Business as a Force for Good* -----> ®

*B Lab owns a trademark registration for “People Using Business as a Force for Good.” A registered symbol ® can be used with that entire tagline. If you’re using a shorter version of the tagline, then a TM would be appropriate.



Visual identity

Here you will find detailed instruction on how to properly treat B Lab's IP and brand marks. Careful adherence to our brand standards will ensure consistency in our messaging throughout the world.



Overview

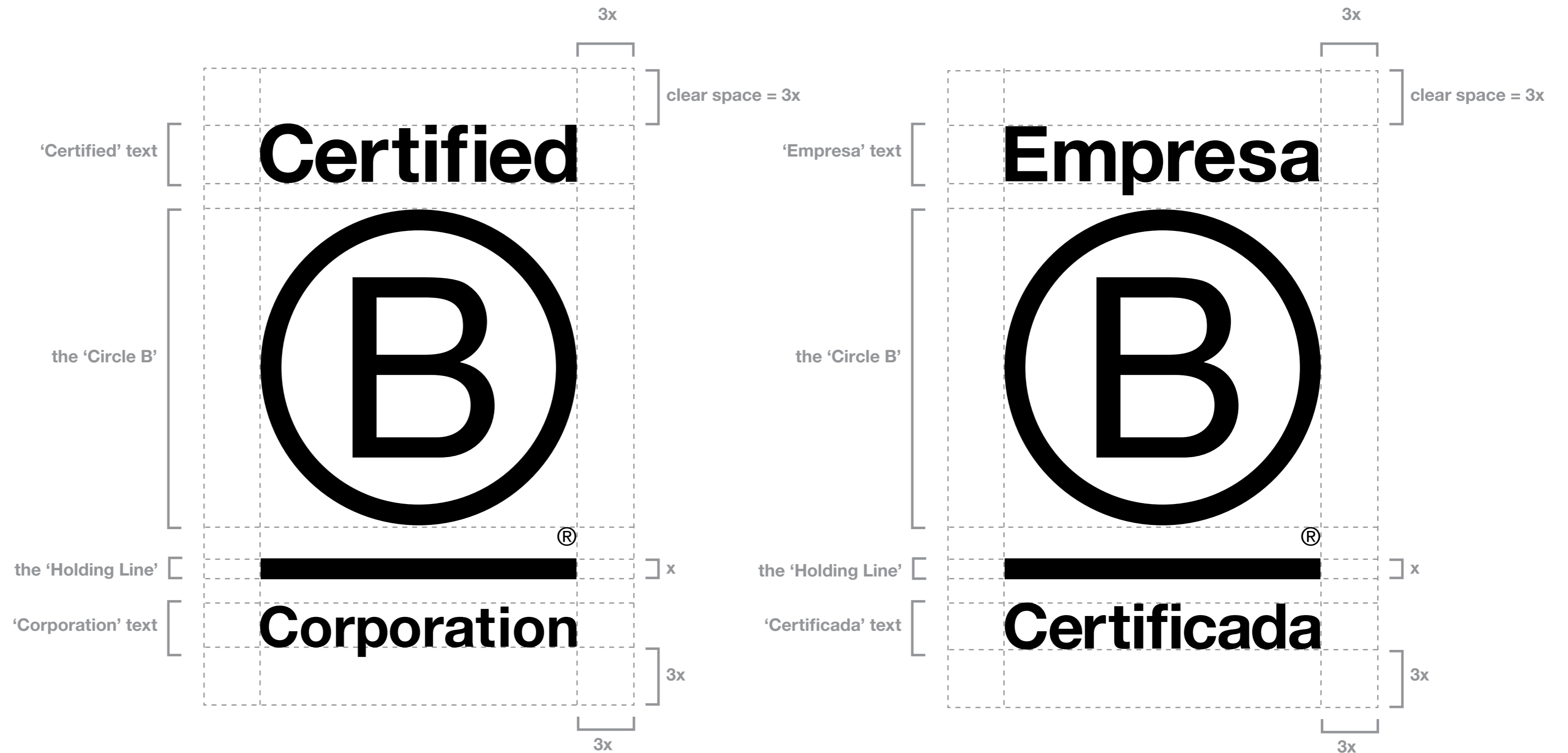
The B Corp mark can only be used by companies certified by B Lab, providing verification, transparency and responsibility. B Corps and their brands that have been verified and approved by B Lab may use the seal on their websites, packaging, advertising, and marketing.*

The B Corp mark is comprised of five elements that should always be used together:

- the “Circle B” mark
- the holding line (bar)
- the “Certified”/“Certificada” text
- the “Corporation”/“Empresa” text
- the Registered symbol

It should always appear in this format. No additional text or graphic may encroach the clear space of the logo.

*Companies with multiple brands or related entities should refer to specific brand use guidance from B Lab, which they’ll receive during the Review process.

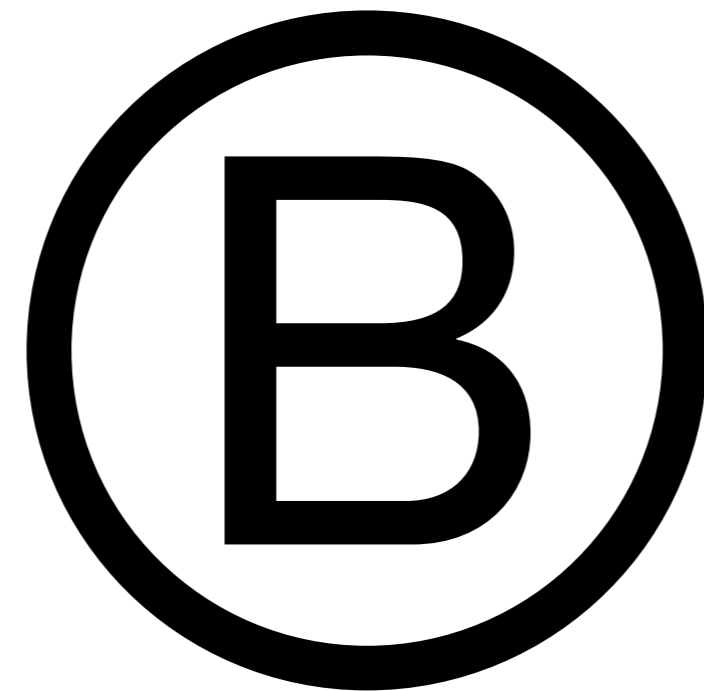




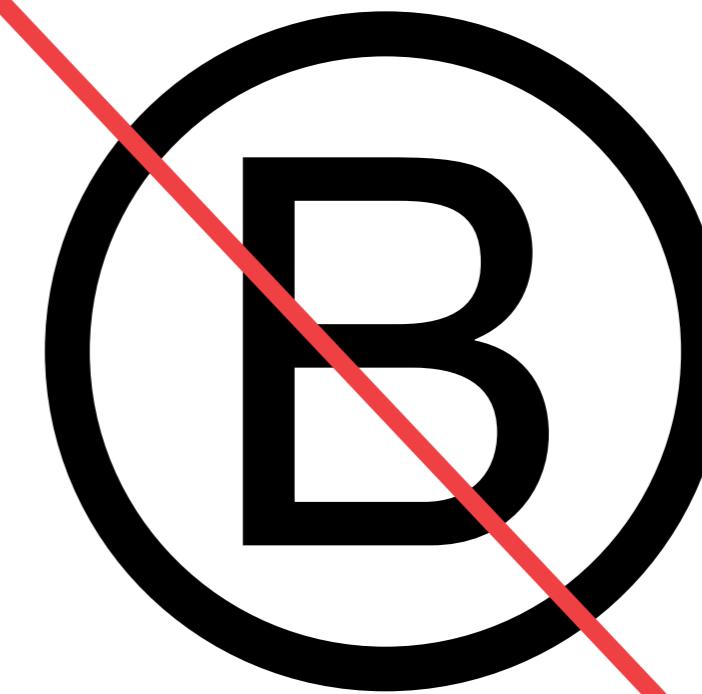
Circle B

B Corps can only use the full Certification Mark – not the “Circle B” and holding line on its own. This is a trademark used exclusively by B Lab.

Certified



Corporation





Raise the bar

The “Circle B” trademark, including a circle with the letter “B” inside it and a holding line right underneath, is the thread that unifies the diverse initiatives that constitute the B Corp movement. It prompts recognition and cross-awareness of our brands, products and initiatives, making them stronger and enabling maximum impact. This is why it is so important to use the correct version of the Certified B Corporation mark.

Legacy Version 2007-2008



Legacy Version 2008-2009



Legacy Version 2009-2018



Official Logo 2018-Present





Certification mark color

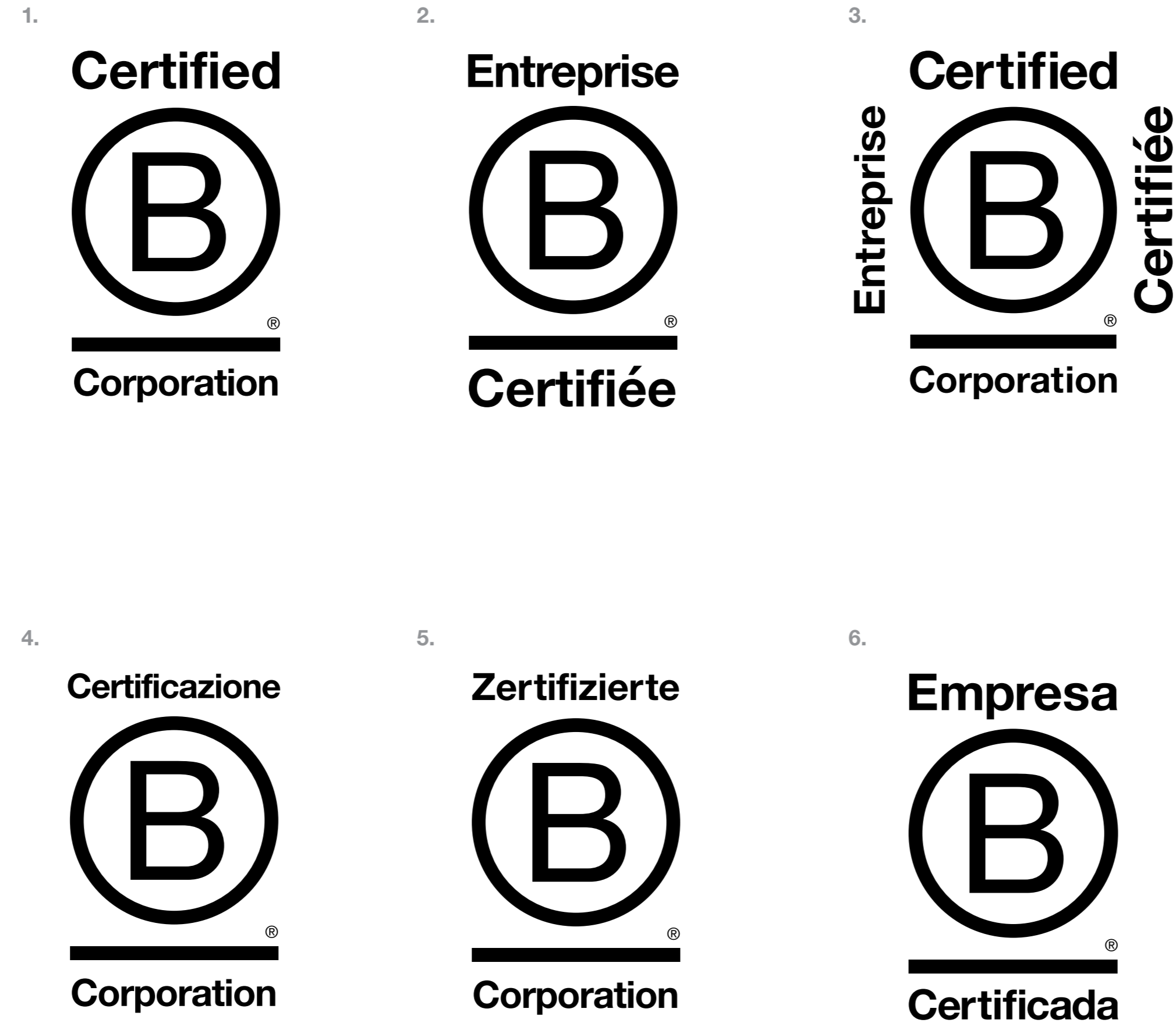
The Certified B Corporation mark should always be clear and visible. Avoid placing it over busy backgrounds that could hinder its visibility. In order to maintain the consistency that maximizes recognition and awareness, the Certified B Corporation mark must only be used in black or white.



[↓ Download the certification mark](#)



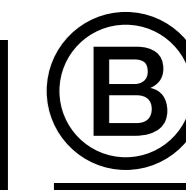
Official
International
variations



- 1. English
- 2. French
- 3. French Canadian*
- 4. Italian
- 5. German
- 6. Spanish / Portuguese

↓ [Download the certification marks](#)

* The French Canadian version of the mark is restricted to usage in the Canadian market.



Sizing

To standardize the use of the mark, four sizes are provided for most uses— 50 pixels high for web banners and e-mail headers, 72 pixels high for web pages, a minimum size of 8 mm wide for printed materials, and a recommended minimum size of 11 mm for printed materials.

Always maintain the minimum clear space, even when proportionally scaling the logo.

minimum size

8mm



recommended minimum size

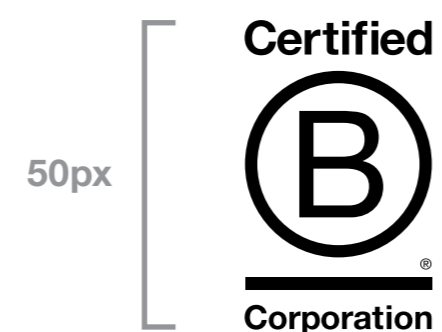
11mm



Minimum size requirements for printed materials:

8mm or 11mm mark for:

- posters
- booklets
- postcards / self-mailers
- product packaging



Minimum size requirements for screen viewing:

50 pixel mark used for:

- email newsletter
- presentation footer
- web banner

72 pixel mark used for:

- web page

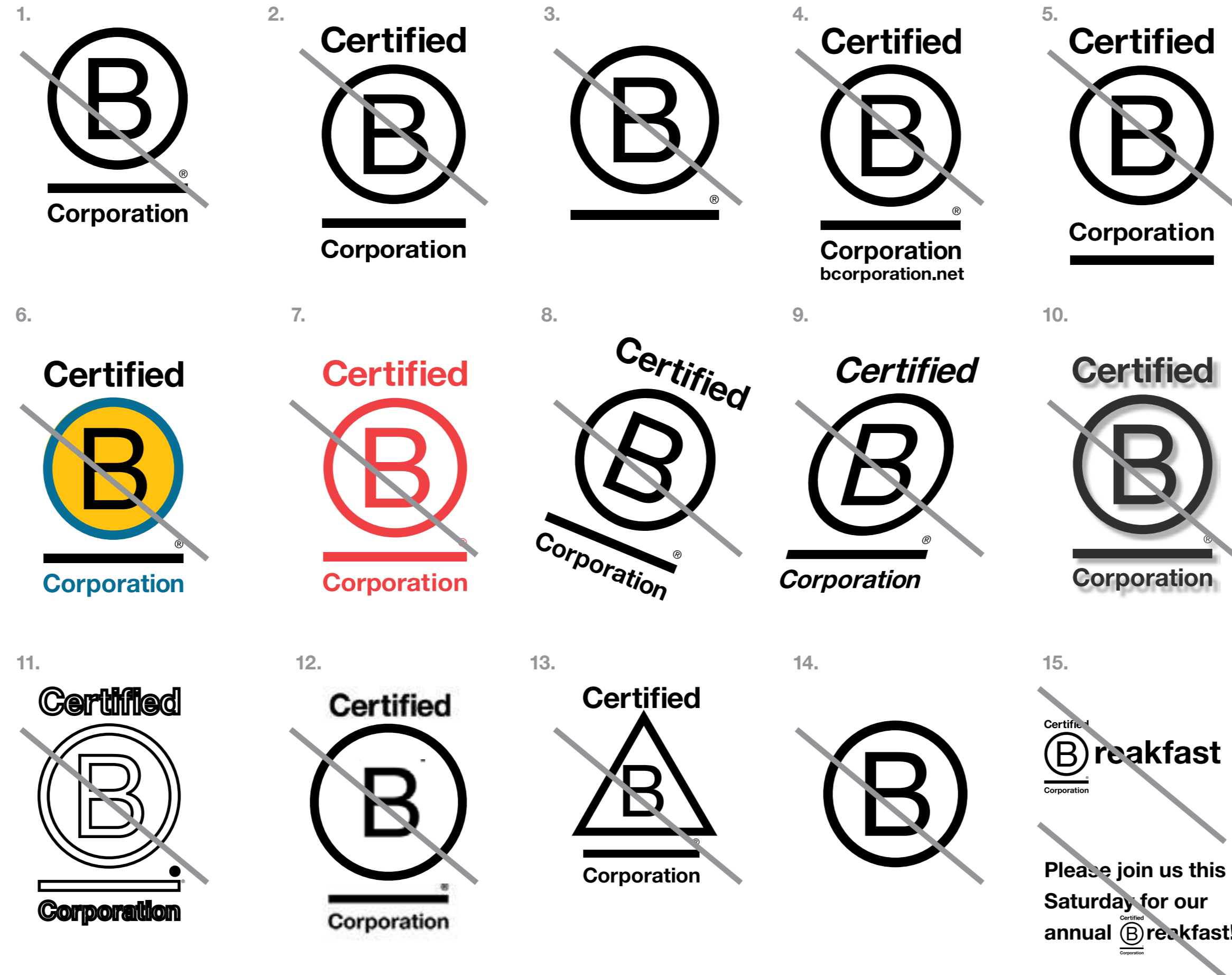


Incorrect usage

In order to build a strong brand and visual identity for Certified B Corporations, it is paramount to use the B Corp mark consistently and correctly. Inconsistencies in the appearance of the B Corporation mark will weaken its value.

NEVER remove the registration mark. Do not combine the mark with any other elements — such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark. Maintain the shape and proportions to ensure accurate and consistent use. Never alter, rotate, embellish, or attempt to recreate the brandmark.

Here are some examples of incorrect usage of the B Corporation mark.



1. Do not remove any of the five elements of the mark.
2. Do not use without the ® symbol.
3. This mark is reserved for use by the B Global Network not Certified B Corporations.
4. Do not use the logo with “bcorporation.net” below the holding line.
5. Do not have the holding line below the Corporation text.
6. Do not change or alter the colors on individual elements of the mark.
7. Do not recolor the logo, it should only be used in black or white.
8. Do not rotate or angle the mark.
9. Do not skew or distort the mark in any way.
10. Do not use drop shadows, bevels, or graphic effects of any kind.
11. Do not use the mark in outline mode. (No key line around the typeface.)
12. Do not alter the size of any element.
13. Do not alter the shape of any element.
14. Do not remove the text or holding line from the brand mark.
15. Do not use the mark as a replacement for the letter B in a word or sentence.

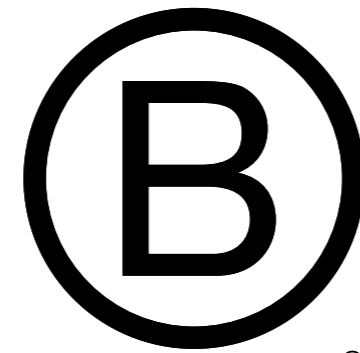


Tagline lockup

In addition to displaying the B Corp mark on its own, you have the option to use these alternate versions with taglines attached. To provide flexibility in messaging, we offer three taglines highlighting different aspects of the B Corp movement. You might use these to provide more information to your audiences about what B Corp Certification means, or to support branding materials related to your certification story.* Note that the logo lockup should be positioned in the lower-lefthand corner of any promotional material – e.g., advertisements, window displays.

[↓ Download the tagline lockups](#)

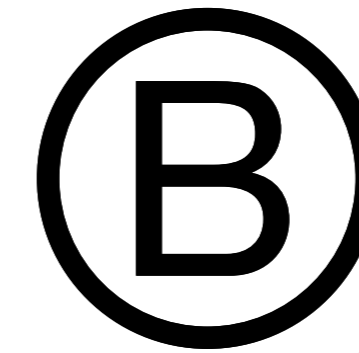
Certified



Corporation

This company meets high standards of social and environmental impact.

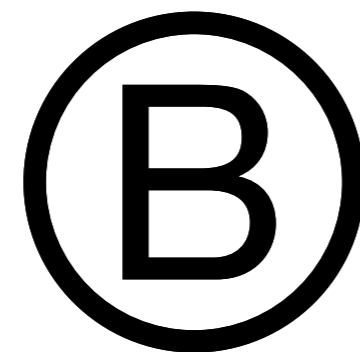
Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.

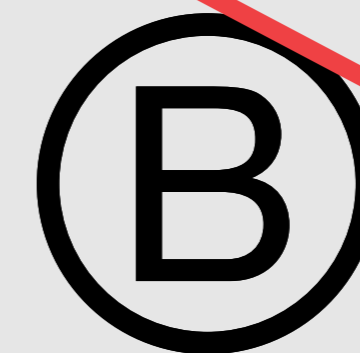
Certified



Corporation

This company is committed to accountability, transparency, and continuous improvement.

Certified



Corporation

This company meets the highest standards of social and environmental impact

Legacy Version Pre-2021



Intellectual Property

B Lab intellectual property, including the names “Certified B Corporation,TM” “B Corporation,TM” “B Corp,TM” and the “Certified B CorporationTM” logo are registered trademarks. Only Certified B Corporations are licensed to use this IP for the purposes of informing the public that the Company is a member of the Certified B CorporationTM community in a manner consistent with the following brand guidelines. To solve any doubts regarding IP usage, please contact brand@bcorporation.net

T M



Certified Independent Entity with a Single Brand:

- May use B Corp logo in accordance with brand guidelines and refer to themselves as a Certified B Corporation / Certified B Corp / B Corp / B Corporation.

Certified Subsidiary of a Non-Certified Parent Company:

- Certified entities that are subsidiaries with a different name or geography* from their non-certified parent or affiliated entities
- May use B Corp logo in accordance with brand guidelines and refer to themselves as a Certified B Corporation / Certified B Corp / B Corp / B Corporation.

Brands & Subsidiaries with a different name than the Certified Parent:

For brands that have achieved a verified B Impact Assessment score of >80 points independently of a Certified Parent:

- Any brand of a Certified Parent that earns a verified score of 80, and meets the transparency requirement for certification of the Certified Parent, gets full access to B Corp IP.
- Brand communications should link to the B Corp profile (on the B Corp Directory) of the Certified Parent, where the relationship between the brand and parent will be transparent.

- There will be an additional charge for brand reviews to verify scores of a company's additional brands and for additional distinct profile pages for subsidiaries that are assessed separately.

For brands that have not achieved a verified B Impact Assessment score of >80 points independently of a Certified Parent:

- These brands cannot use the B Corp logo.
- These brands can communicate in text that they are a subsidiary of a Certified Parent, e.g. "Child Brand X is proud to be a part of Parent Brand Y, a Certified B Corporation."

Licensees or Co-Branding Relationships:

- Licensed brands of a Certified Parent cannot use the B Corp logo or be referenced or shown in any way by the Certified Parent in any communications in which the Certified Parent is referencing or showing its B Corp logo where the licensee is not also certified.

For further questions and clarifications, please reach out to brand@bcorporation.net

*Note: Companies that certify with the same name as non-certified affiliated entities and whose certification triggers those participation or certification requirements for its affiliates, may want to consider that in the company's brand usage decisions.

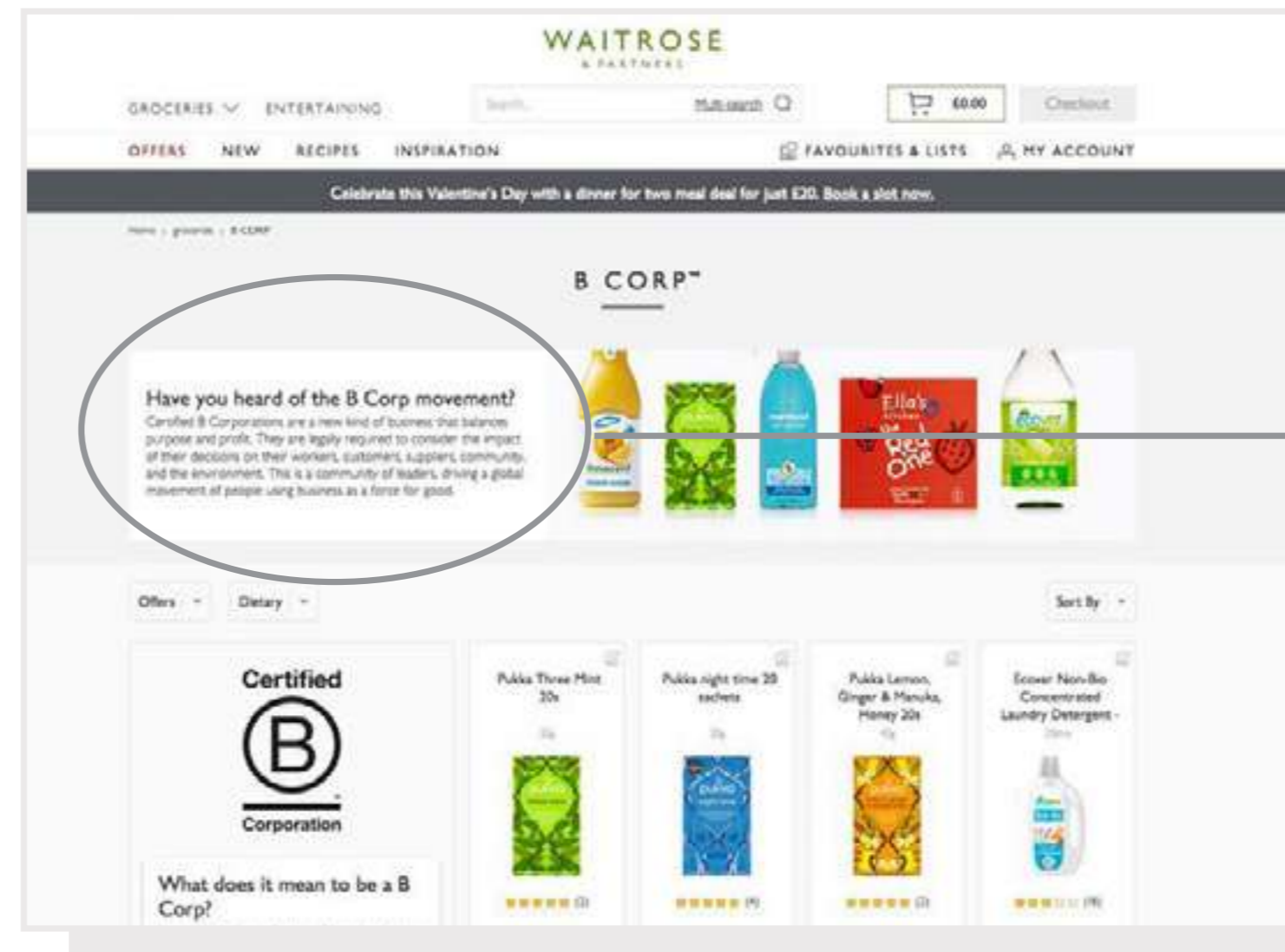


Usage by Non-B Corp Entities

In general, non-certified entities are not permitted to use the B Corp logo. An exception may be made when a non-certified retailer — such as a supermarket or e-commerce platform — is providing a physical or digital showcase for B Corp products, i.e. a pop-up shop, “B Corp aisle,” or dedicated B Corp section of a retail site. There are three key initial conditions that need to be considered in these cases:

- The IP (Circle B logo and “B Corp”) should not be used in a way that will mislead audiences to believe the non-certified retailer is a Certified B Corporation.
- The communication should make it clear that the retailer supports the B Corp movement, community, and guiding values, without being misleading regarding being certified themselves.
- As the B Corp Certification is a company-wide certification, there should not be mentions of B Corp Certified “products” or “brands.” “Products from Certified B Corps” is a better alternative.

If you are a non-certified entity interested in using the IP in one of the above circumstances, you’ll need to receive explicit permission from B Lab. To do so, as well as to clarify any doubts or seek permission for an exception, please reach out to brand@bcorporation.net



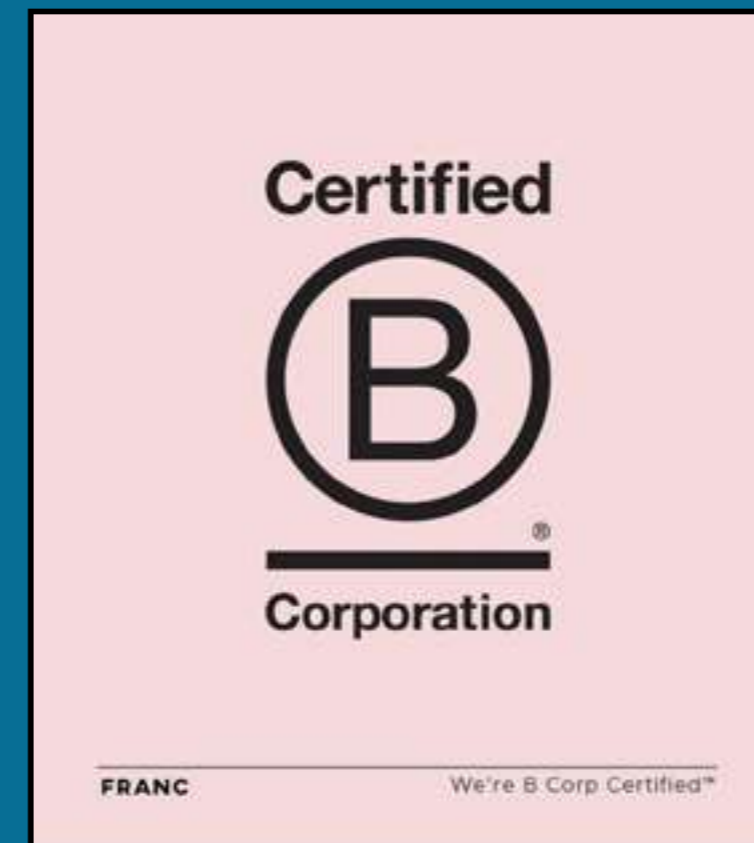
Have you heard of the B Corp movement?
 Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.



Color application

To ensure seamless integration with your brand and consistency across all communications, only the black or white version of the B Corp mark can appear over backgrounds that don't represent an obstacle to its legibility.

The only acceptable exception to this rule is when a single-color printing process is required, a practice sometimes used in packaging. This exception is functional and not guided by aesthetic preferences.

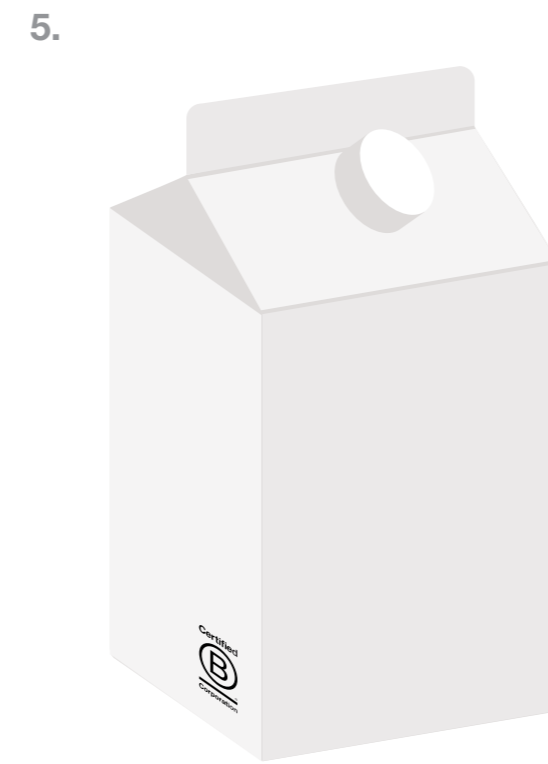
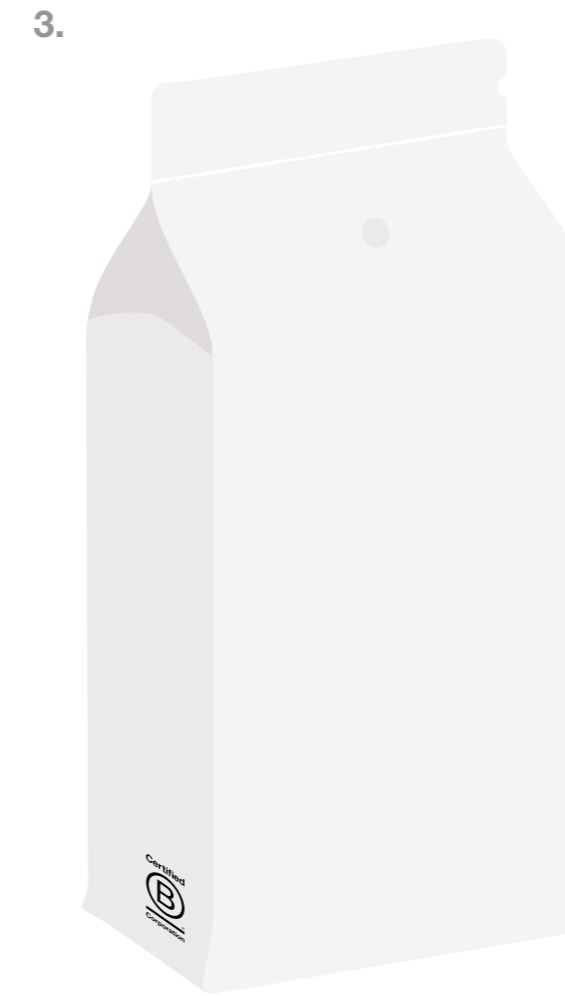




Application for packaging

The ideal location for the mark is the front of pack aligned with the broader brand story.

Alternate placement can be next to nutritional and informational panels.

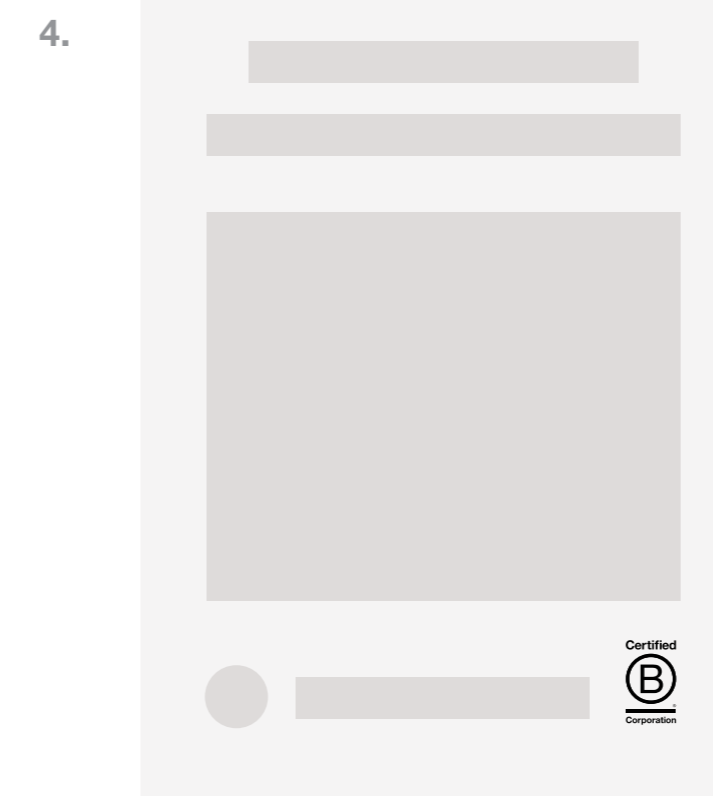
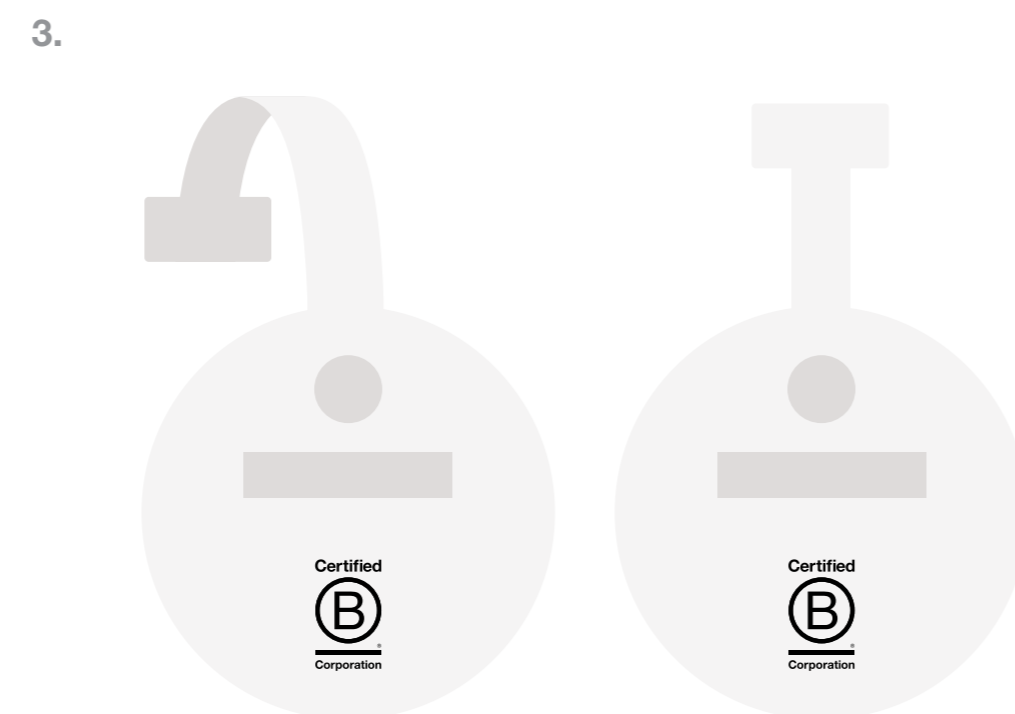
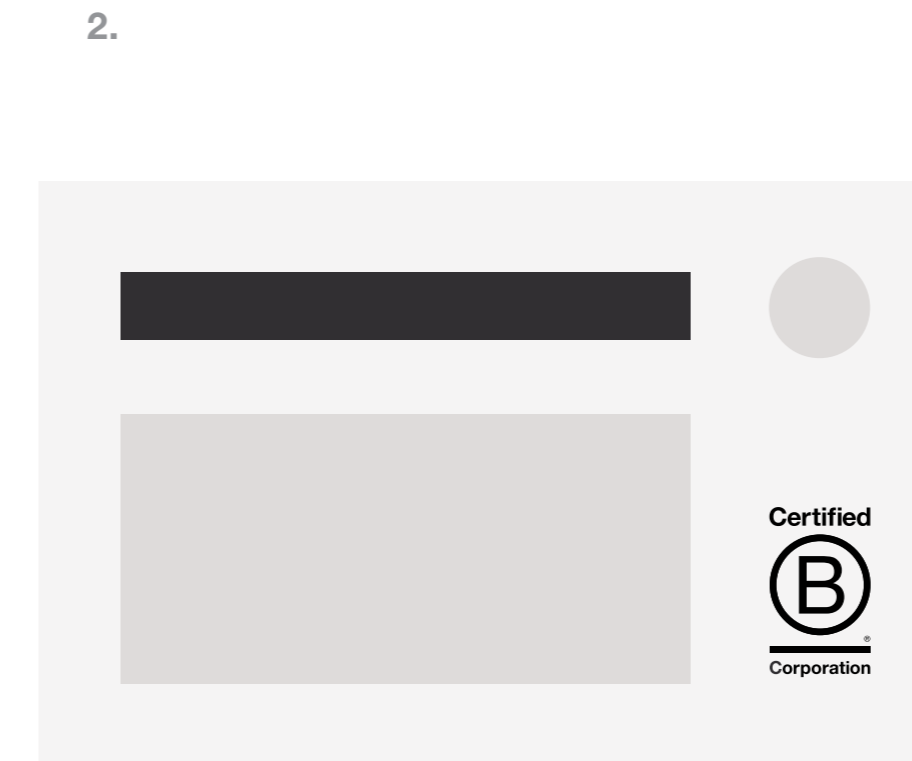
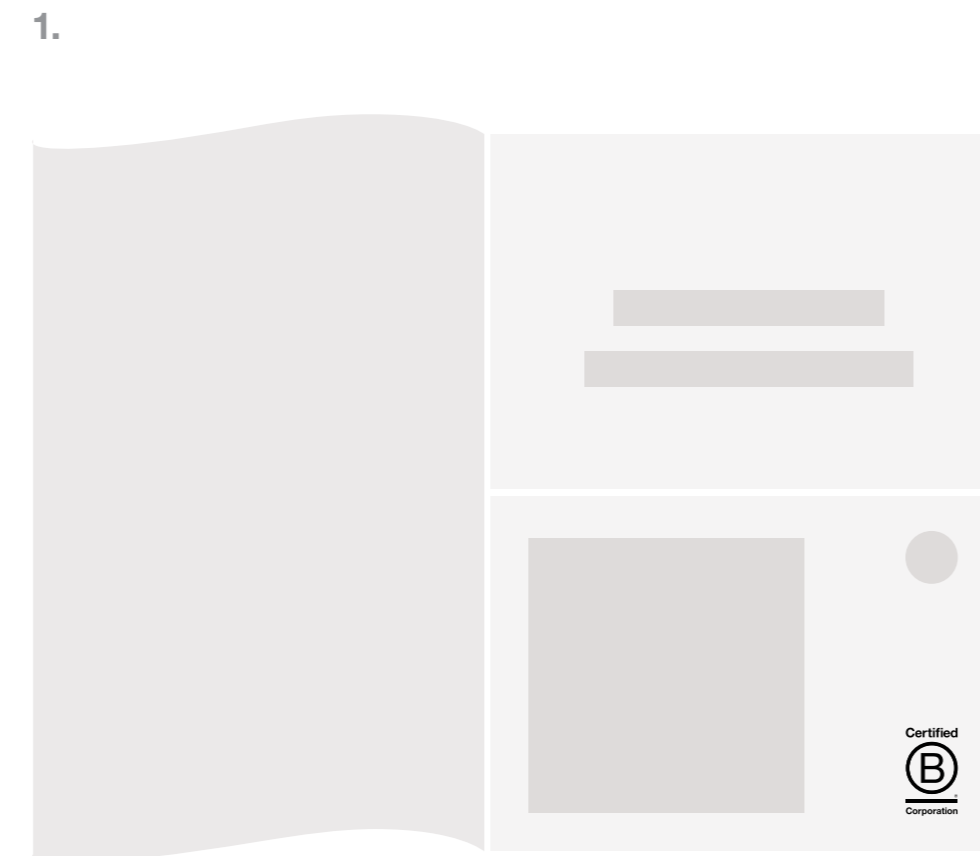


- 1. Vertically stacked certification bugs
- 2. Sealed bags
- 3. Coffee, Tea, Sealed bags
- 4. Hang tags
- 5. Cartons, Liquid containers
- 6. Cylindrical cartons
- 7. Vertically stackable boxed goods



Application for print

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Positioning the B Corp mark near the brand mark reinforces certification.

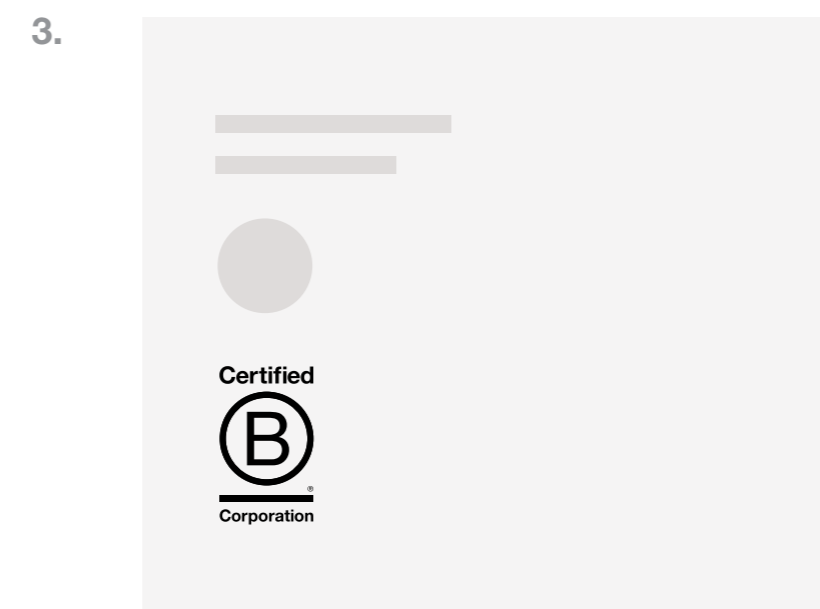
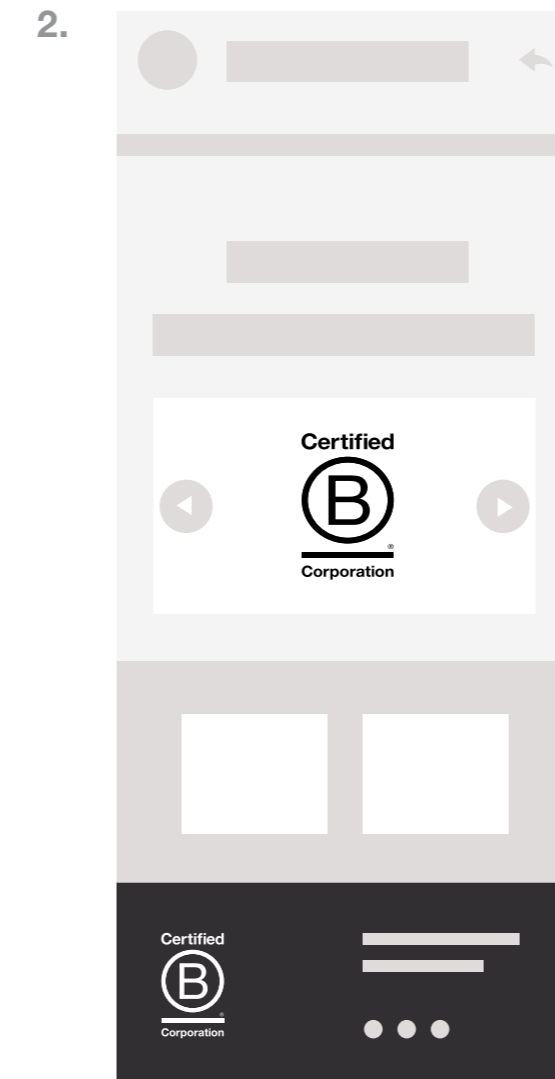
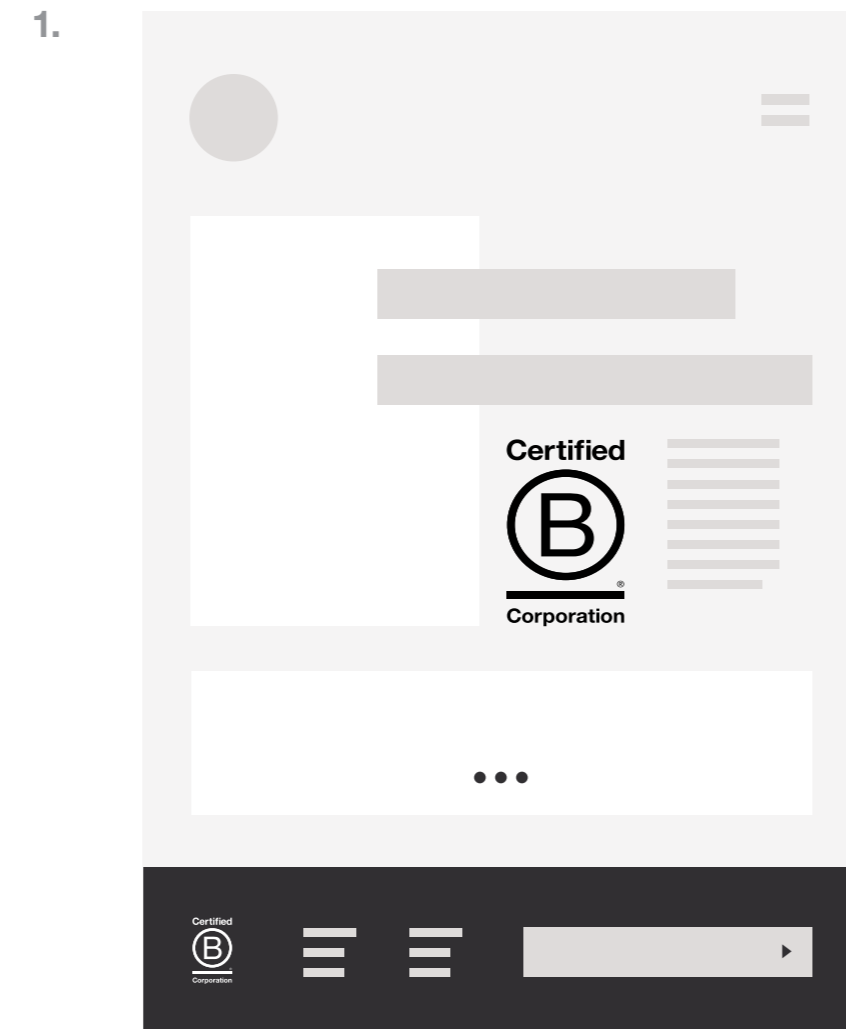


1. Direct mail
2. Print advertisements
3. In-store shelf talkers
4. Promotional posters



Application for digital

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Consider making B Corp status a major part of your digital communication, and/or aligning the mark with other standard contact information in footers.



- 1. Website footer
- 2. Email footer
- 3. Email signature
- 4. Online banner



Make it personal!

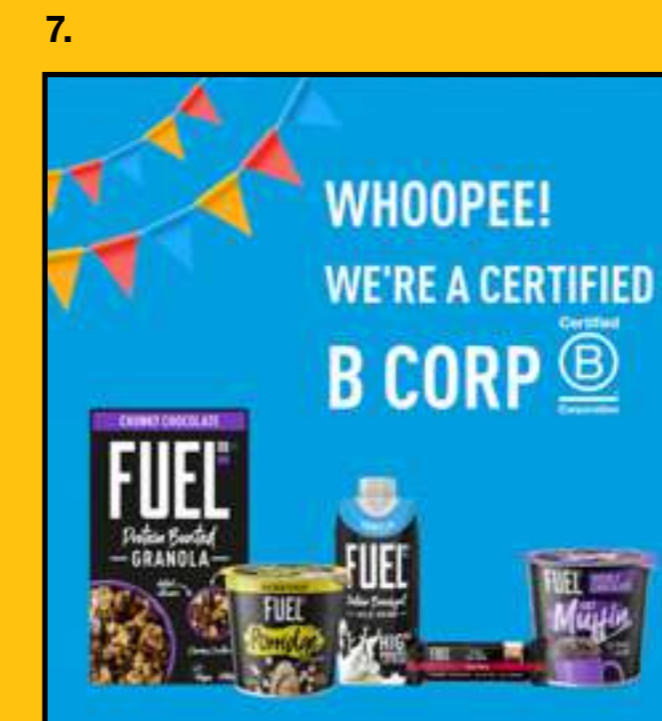
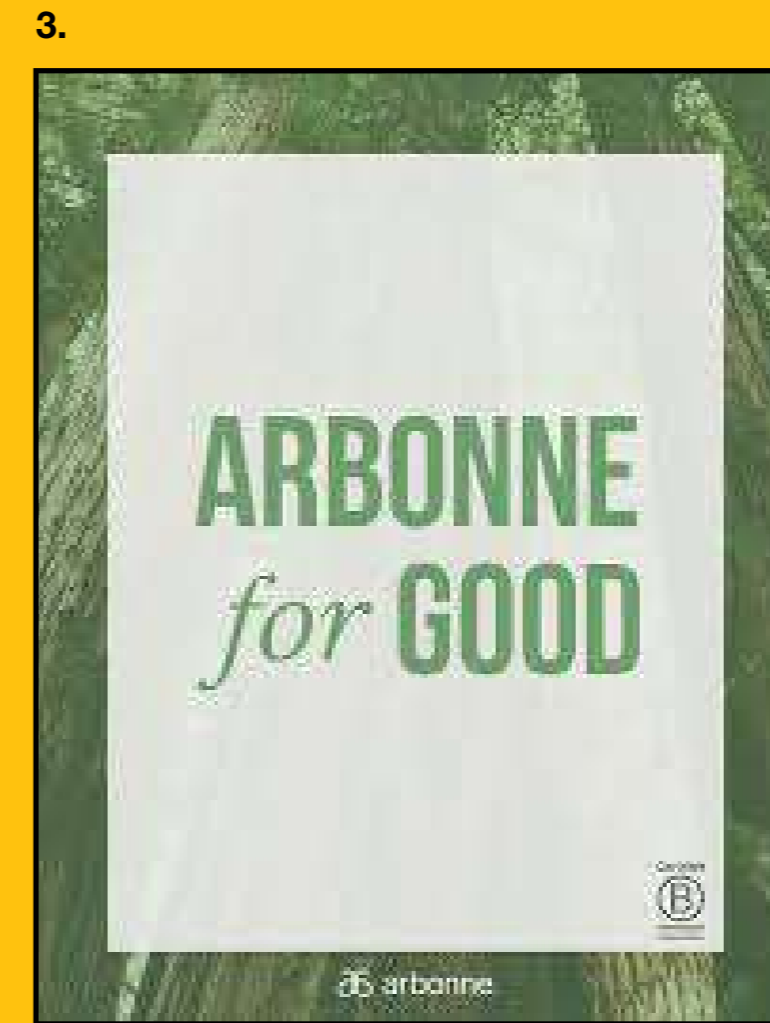
Your certification story is as unique as your company! This is an opportunity to tell stakeholders what you've learned on your impact journey, and show the perspective you bring to the B Corp community. Make sure to provide a call to action to a resource where audiences can learn more — perhaps the B Corp section of your own website, a blog post, or [bcorporation.net](https://www.bcorporation.net).

MAKE IT PERSONAL! - APPLICATION EXAMPLES



Advertising examples

1. Illy
2. Dash Water
3. Arbonne
4. S'well
5. Holie
6. Beauty Kitchen
7. Fuel10K
8. Sustenuto



MAKE IT PERSONAL! - APPLICATION EXAMPLES



Blog examples

1. Inspire Clean Energy
2. Sir Kensington's
3. Gaia Herbs

1.

Why Buy from, Work for, and Do Business with B Corps?

Mar 25, 2021
7 min read

Certified B Corps are working to make our world a better place. But how exactly are they doing it? The decisions businesses make on a daily basis have a lasting impact on the future of our planet — B Corps work hard to make sure that this impact is a positive one. Here's how.

In 2020 alone, humanity added an estimated 57.5 billion tons¹ of carbon dioxide emissions into the Earth's atmosphere. And thanks to the efforts made by over 3,800 B Corps worldwide, 16 million tons of that carbon dioxide was offset. While that offset makes up a mere 0.02% of total global carbon dioxide emissions for the year, it does prove that when we come together to improve the health of the planet, we really can make a measurable impact.

What is a B Corp?

Certified B Corps unite under the shared mission of making our world a better place. But how exactly are they doing it? As is the case for individuals' individual actions, the decisions that businesses make on a daily basis can have a lasting impact on the future of our communities and our planet as a whole. B Corps work hard to make sure that this impact is a positive one. Here's how.

B Corp requirements

Certified B Corps are corporations or businesses that have made it their mission to benefit or improve the world around them through the work that they do. And while this may look a bit different from one business to the next, all businesses that are Certified B Corps share the same set of foundational values and principles.

Together, Certified B Corps make up "a community of leaders driving a global movement of people using business as a force for good." But attaining this certification is not as simple as adopting a set of values and starting a business's mission toward the collective good — it means getting to work and taking action.

Becoming a B Corp certification means that a business has met "the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose" and is "accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy." Applying for this certification is a detailed, multi-step process that ensures the businesses that achieve B Corp certification are businesses that have your, and the planet's, best interests at heart. This includes cross-functional stakeholder engagement, necessary disclosures, and supplemental documentation to prove the claims being made by a company, and often an onsite audit to verify that the answers are correct.

Why should we buy from B Corps brands?

For any sustainability-minded consumer, knowing where your dollars are going and what business practices they're supporting is a big deal. But when you're buying from a Certified B Corp, you can rest assured that your money is supporting a business that practices what they preach.

Whether you're buying a new pair of shoes or a week's worth of groceries, purchasing from B Corp ensures that you are supporting sustainable manufacturing and farming practices, which in turn creates a healthier planet for us all. On top of their transparency and environmental sustainability, B Corps work to enhance their local communities, strengthen their corporate governance practices, and support the people who work directly for and partner to the business. They are also 100% more likely to be carbon neutral, which in turn means that you're helping to minimize your own carbon footprint when you support a B Corp. Win-win!

Why should we work for B Corps?

B Corps don't just care about their products and services — they care about their people, too. B Corps are often referred to as "purpose-driven companies" that are driven to maximize impact rather than maximize profit, and that

2.

Work on Purpose

When we started Sir Kensington's, we didn't know much about food or business, but there were two things we did know: first, we knew there was an opportunity to make better condiments for America, and second, we knew that we wanted to run a company that behaved in line with our values. From that beginning, the more we learned about food and business, the more the inherent tension between those two worlds revealed itself. As we grew the team, articulated our purpose, and did more business, with more products, for more customers, these two founding truths became truly more true. Our goal became to both do good business, and business that does good.

Today, these two truths once again intersect with an announcement: Sir Kensington's has become a Certified B Corporation.

Fairtrade →

USDA Organic →

Certified B Corporation →

Never heard of that, or not sure what it means? Don't worry, you're not alone. In short, B Corporations represent a global movement of people using business as a force for good. B Corps meet higher standards of social and environmental impact, transparency, and accountability to stakeholders, rather than just shareholders. You can think of it like certification for an entire business, what Fair Trade is to a cup of coffee, or USDA Organic is to a carton of almond milk.

3.

Furthering Our Mission Through B Corporation Certification

Gaia Herbs is proud to announce that we have become a Certified B Corporation, joining other purpose-driven companies that are leading a global movement of People Using Business as a Force for Good, and working to tackle our world's most pressing problems.

At Gaia Herbs, we have a hopeful view of the world and the future of society. When you witness the miraculous process of a seed's growth into a blossoming plant full of vitality, it is hard not to be filled with optimism and wonder. We also acknowledge that we are living in a period of unprecedented global change and uncertainty: climate change, economic inequalities, gender disparities, and pollution are just some of the challenges that our world faces today.

These challenges cannot be solved by governments or nonprofit agencies alone, and businesses are in a unique position to help tackle these seemingly insurmountable issues. We believe that our responsibility as a business is to do good by doing good, and contributing to a better world through our actions.

What is a Certified B Corporation?

A Certified B Corporation, or B Corp as it is commonly referred to, is a for-profit company that meets the highest level of third-party verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. The B Corp community works toward reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high-quality jobs with dignity and purpose. This is a new kind of business that uses profit as a means to an end, supporting positive impact for employees, the communities we work in, and the environment we steward.

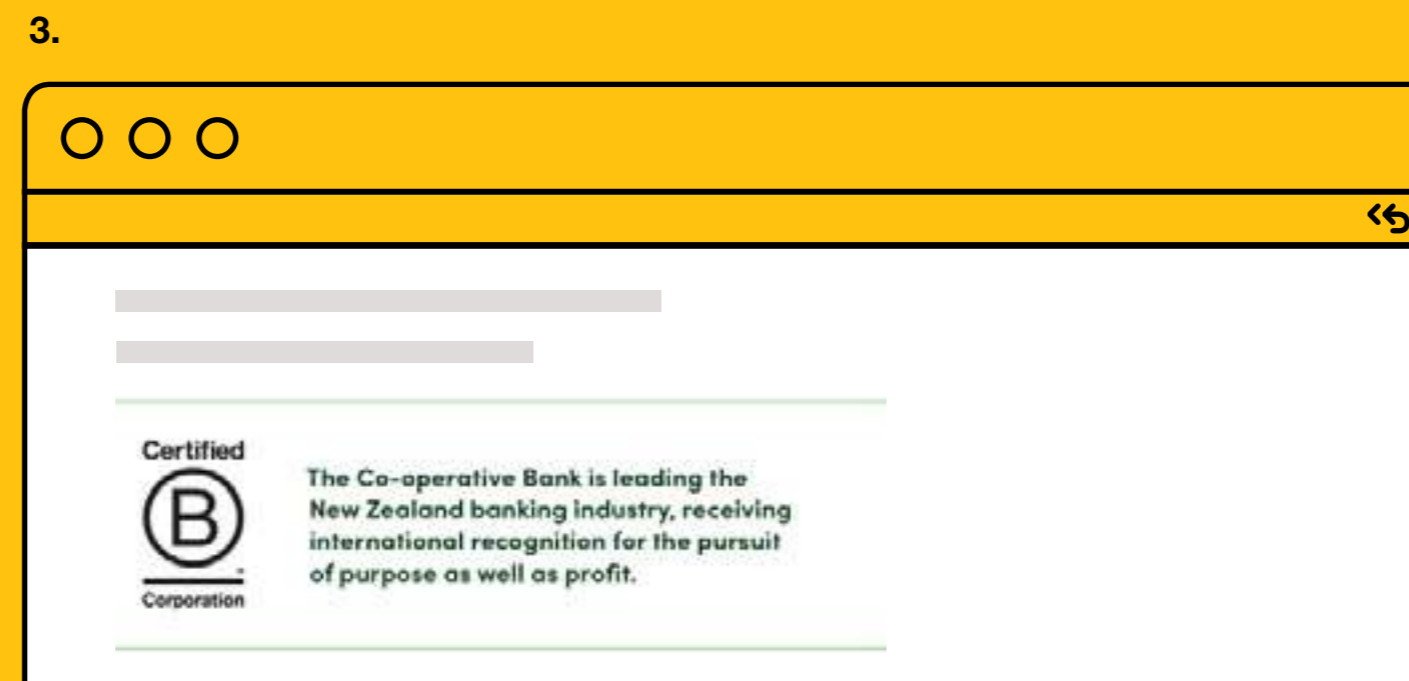
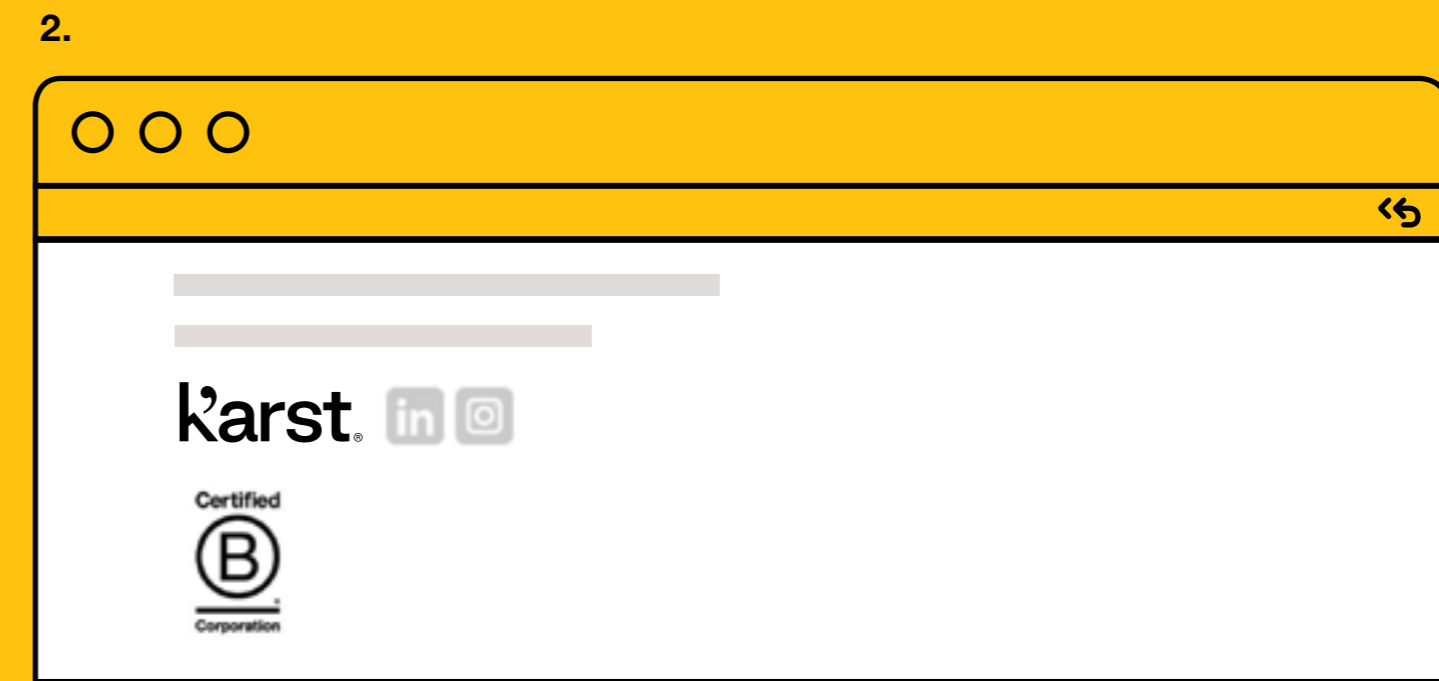
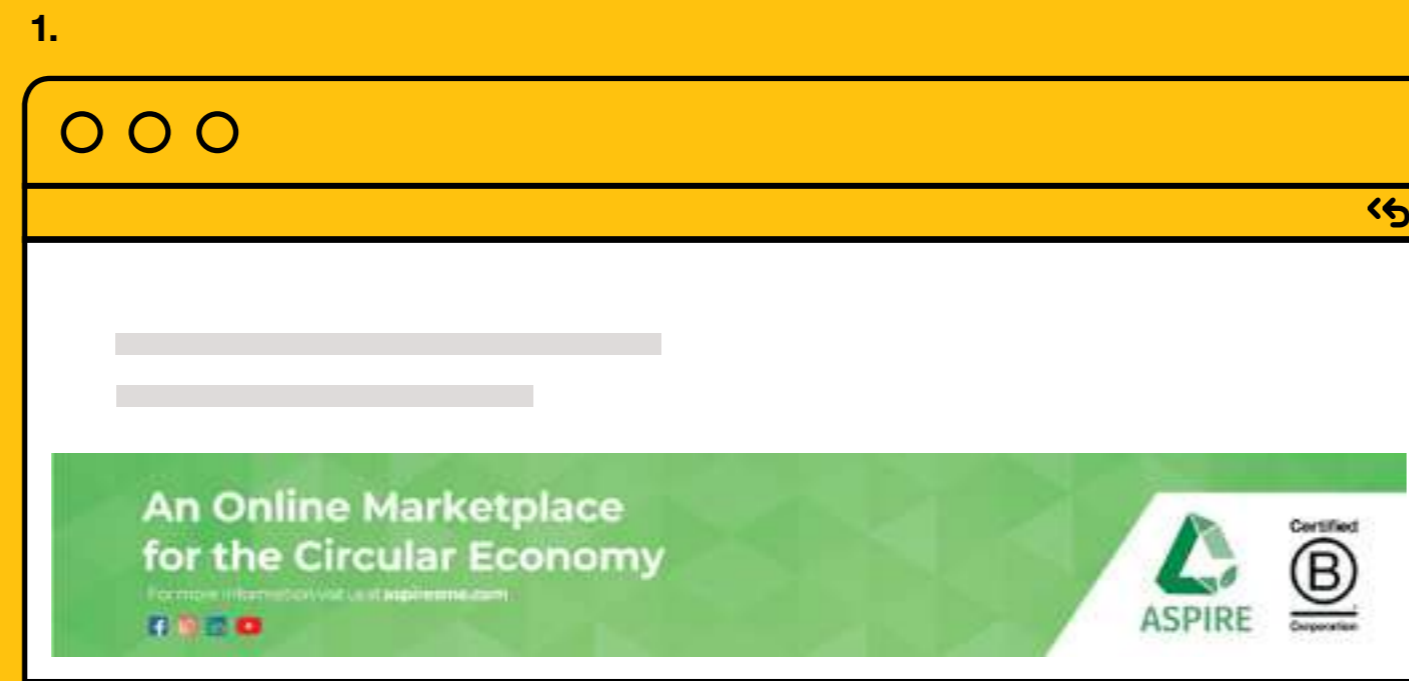
To become a B Corp, companies must meet a minimum verified score on the B Lab Assessment, a rigorous analysis of a company's impact across its entire operations, including employee relations, customers, community impact, and environmental stewardship. With support from B Lab, we will use this framework to guide our future sustainability work and continue to grow our Impact Score.

Why Did Gaia Choose to Become a B Corp?



Email signature examples

- 1. ASPIRE
- 2. Karst
- 3. The Co-operative Bank
- 4. Quip

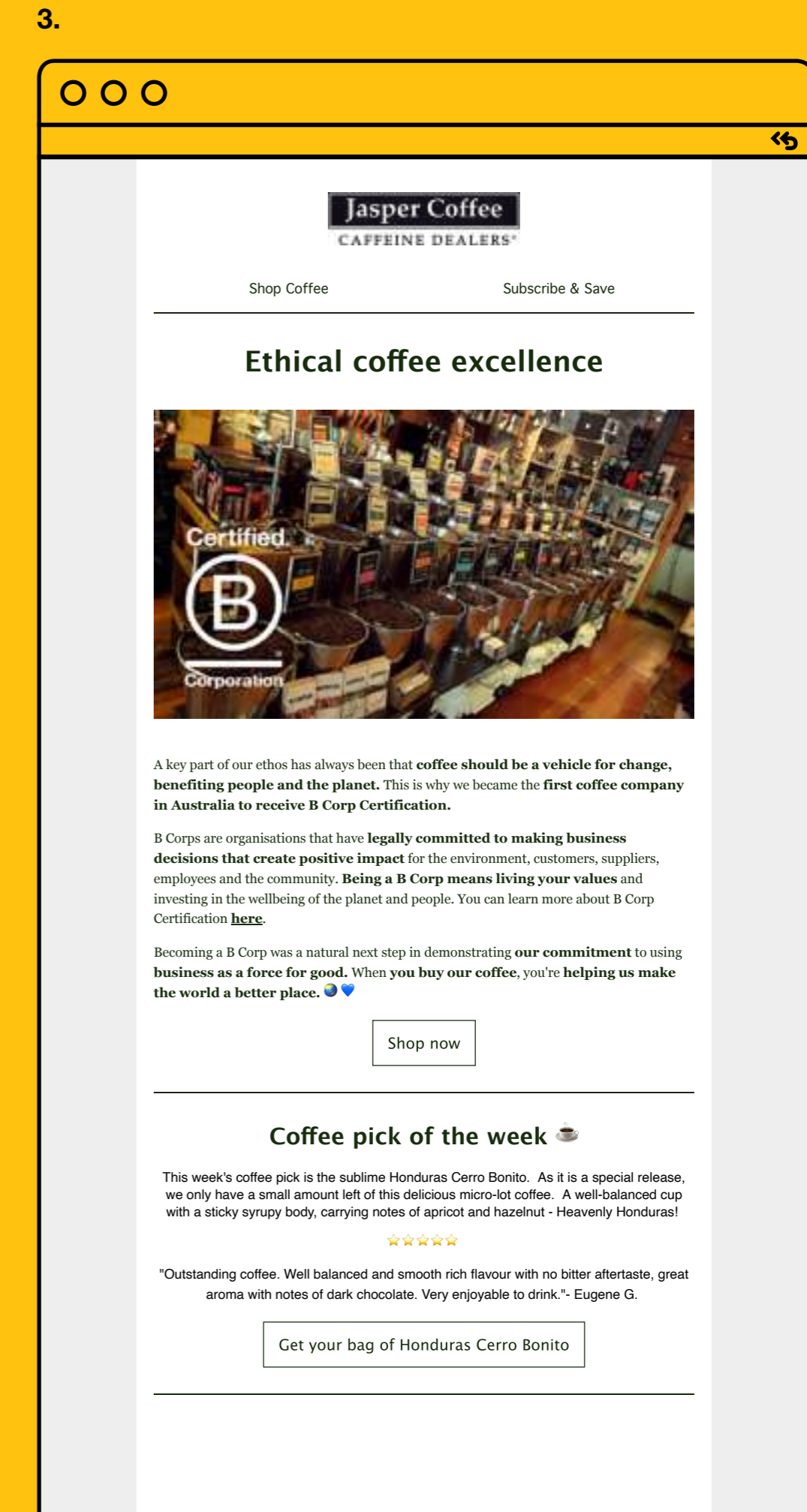
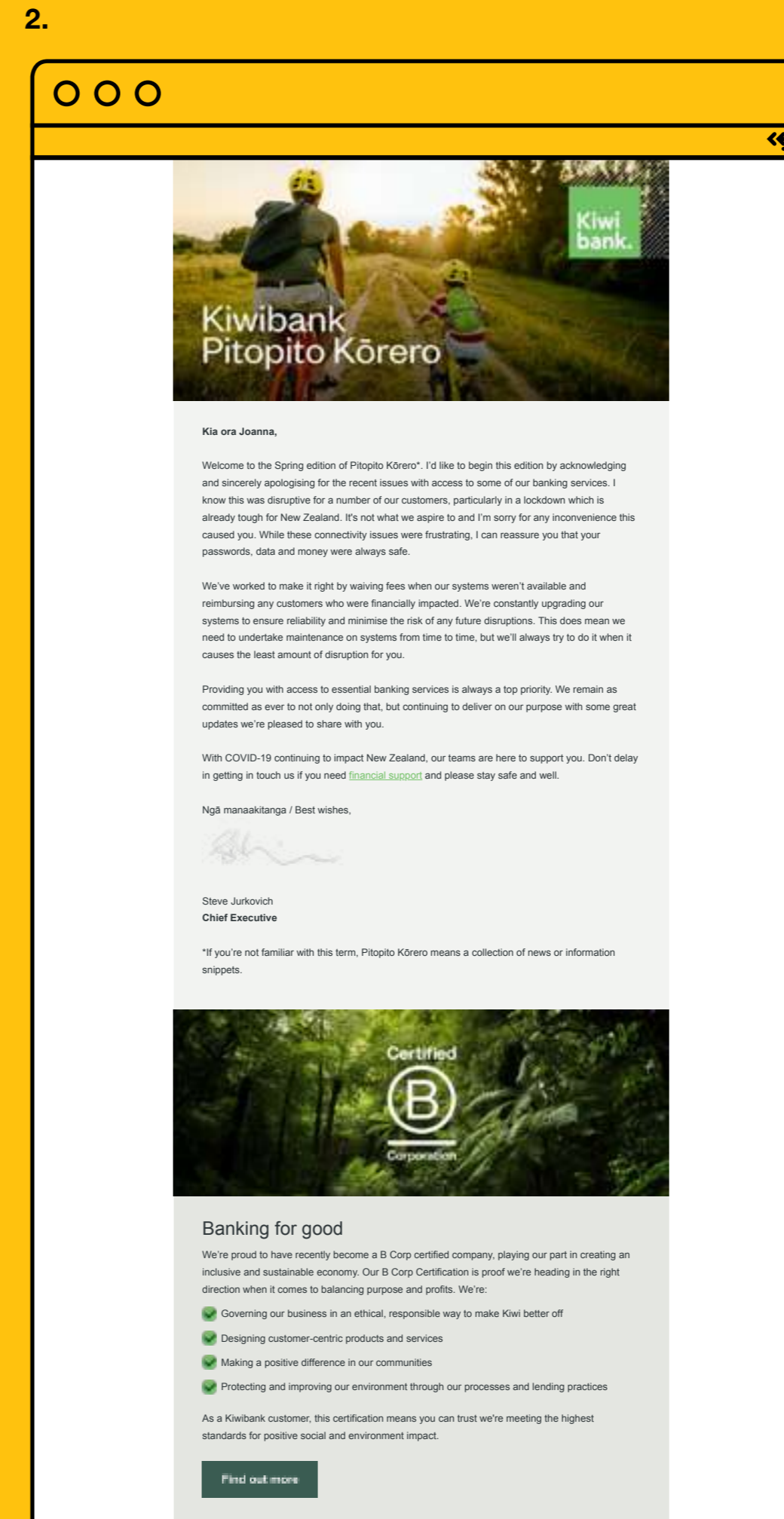
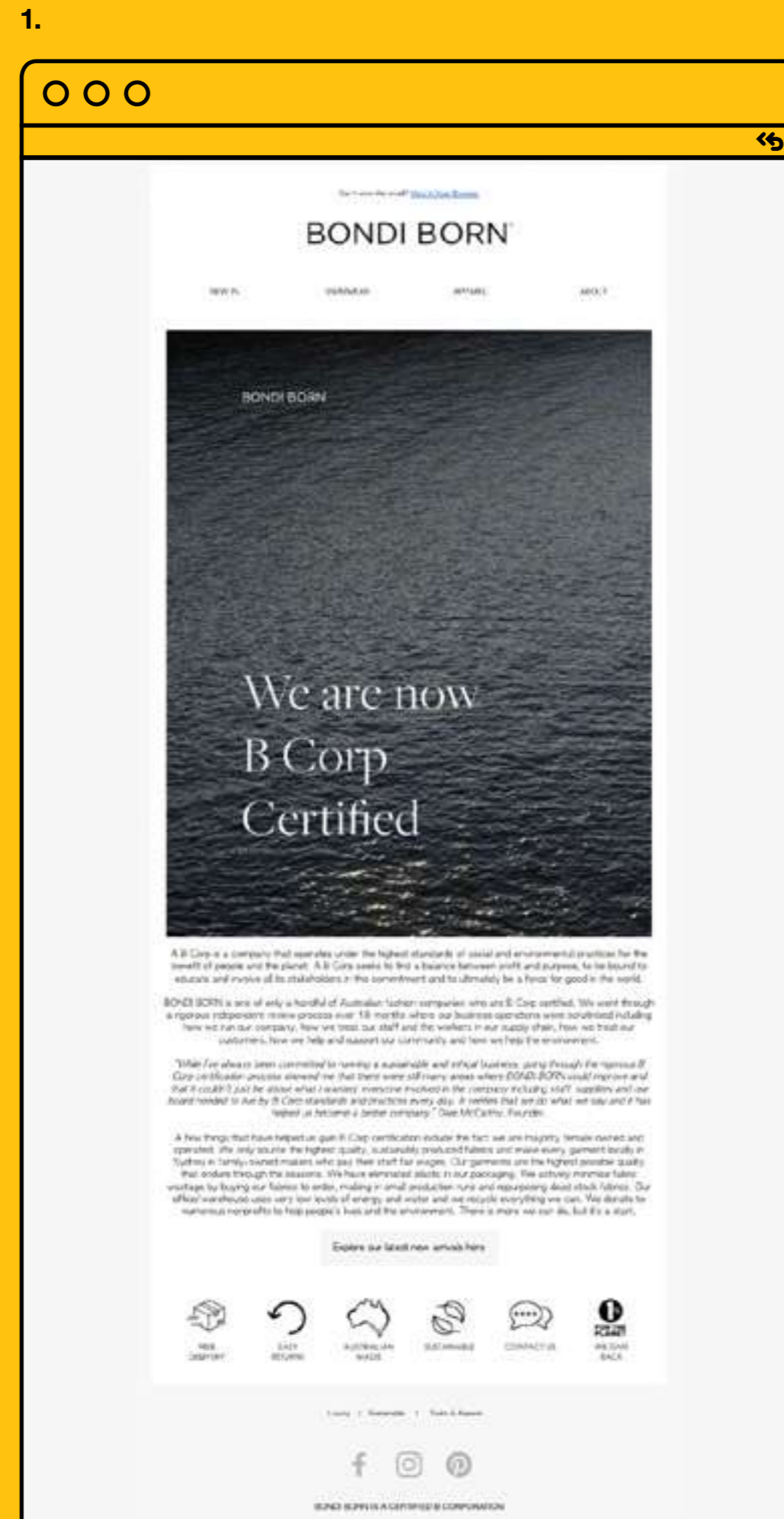


MAKE IT PERSONAL! - APPLICATION EXAMPLES



Email & newsletter examples

1. Bondi Born
2. Kiwibank
3. Jasper Coffee



MAKE IT PERSONAL! - APPLICATION EXAMPLES



Packaging examples

1. Chia Sisters
2. Fuel10K
3. 4 Pines
4. One Village Coffee
5. So Delicious
6. Boody
7. Toast
8. Faba
9. Ecover
10. Danone



MAKE IT PERSONAL! - APPLICATION EXAMPLES



Press release examples

1. Athleta
2. Synlait
3. The Vita Coco Company

Note images are linked to the press releases.

1.

Athleta Earns B Corp Certification
 Joins growing community of for-profit companies committed to using business as a "force for good"

ATHLETA IS A Certified B Corporation

Sales FINANCING—@CONCORD NPIE—Celebrating its 20th anniversary, Athleta announced today it has earned B Corp Certification from the nonprofit B Lab, becoming one of the largest apparel companies in the world to certify as a B Corp. B Corp Certification requires a business' social and environmental performance, accountability and transparency, and is based on a vision of creating a community of for-profit companies committed to redefining success in business.

"Athleta has been at the forefront of empowering and celebrating women for two decades. The B Corp Certification accelerates our course forward as a purpose-driven brand, honoring our mission to inspire a community of healthy, confident, active women and girls, and cementing our commitment to environmental sustainability."

Athleta's focus on the customer and brand experience celebrates individuality and the power of women and girls uplifting one another. Through the Gap Inc. P.A.C.E. program and Fair Trade U.S.A., the brand supports programs directly and sustainably, backing its goal of 82% by 2020. Athleta also offers thousands of new fitness and wellness events each year and in 2017 supported nearly 10,000 hours of employee volunteering in the community. Click [here](#) to learn more about Athleta's values.

"We are thrilled to welcome Athleta into the global family of Certified B Corporations not just for its commitments to positive impact at the company, but also its dedication to empowering people around the world to use business as a force for good. They're paving the way for the rest of the apparel industry to follow," said Andy Fink, Senior Director at B Lab.

As part of its B Corp Certification, Athleta's corporate charter has been amended to update its purpose to include "fostering positive social and environmental impact, taken as a whole, through the products we offer, the treatment of our employees, customers, suppliers, and partners, the marketing of our products and brands, and our engagement with the broader community."

"By Athleta becoming a benefit corporation, it has created a legal commitment to people and the planet. There is a growing imperative with all areas of doing business, and by joining the thousands of benefit corporations formed to date, Athleta is changing the game," added Fink.

About Athleta
 Athleta creates versatile premium performance apparel designed for women athletes to inspire a community of active, confident women and girls to reach their endless potential. Founded in 1986, Athleta inspires performance and athletic features across its collection to earn a woman through her life in motion— from yoga and hiking to commute and travel. In 2016 the company launched Athleta Go (honoring its signature performance apparel for the next generation, based in San Francisco, CA and a Gap Inc. brand (NYSE: GPS). Athleta apparel is available at its 1,600 retail stores across the country through its catalog, and at [www.athleta.com](#).

About B Lab
 B Lab is a nonprofit organization that serves a global movement of people using business as a force for good, to vision a not one day of companies compete not only to be the best in the world, but the Best for the World and as a result society will enjoy more shared and durable prosperity. B Lab drives this systemic change by:

1. Building a global community of Certified B Corporations who meet the highest standards of verified, social and environmental performance, public transparency, and legal accountability.
2. Promoting Mission Alignment using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high-impact businesses be built to last.
3. Helping tens of thousands of businesses, investors, and institutions measure What Matters, by using the B Impact Assessment and B Analytics to manage their impact — and the impact of the business with whom they work — with as much rigor as their profits.
4. Inspiring others to join the movement through compelling storytelling through the digital platform, B for Change, [BforChange.com](#).

For more information, visit [www.bcorporation.net](#), [www.bimpactassessment.net](#), [www.b-impact.com](#), and [www.bcorporation.net](#).

2.

SYNLAIT JOINS B CORP™ COMMUNITY; PLEDGES TO USE BUSINESS AS FORCE FOR GOOD

Synlait's strategic decision to elevate people and planet to the same level as profit has been recognised. The team is excited to announce Synlait is now a Certified B Corporation™ (B Corp™).

B Corp™ is a global community of for-profit leaders pledging to use business as a force for good.

Synlait joins more than 3,300 B Corp™ businesses, operating in 150 industries, across 71 countries who have undertaken a stringent assessment process to become Certified B Corporations™. The assessment measures a business's ongoing impact on its workers, community and suppliers, customers, governance and the environment.

Synlait CEO Leon Clement comments: "Doing Milk Differently For a Healthier World is the reason, fight all odds, B shapes who we are, what we stand for, and what we do. Synlait's mission is to be a catalyst for change in our industry and becoming a B Corp™ commits us to balancing people, planet and profit."

"Today's consumers have rapidly shifting expectations on how we should care for our people and planet, and we have responded by raising our bar, as a milk nutrition company, to be for a better world. Being a Certified B Corp™ creates a new benchmark for our company, our customers and our community."

A team of more than 30 Synlait staff were engaged to complete the comprehensive B Impact Assessment™. The process took more than a year and Synlait's accreditation will be reviewed every three years. Synlait will use the assessment as stimulus to continue to make positive change within the company.

Danielle Chairman & CEO Emmanuel Faber comments: "Danone is a passionate member of the B Corp™ movement. B Corp™ companies are taking a significant step towards making sustainable business mainstream, and we are excited to see Synlait, a key supply partner for Lactane Early Life Nutrition in New Zealand and Asia Pacific, publicly pledge to use its business as a force for good. Together we have a great opportunity in keeping our industry for the better."

The B Corp™ Certification is administered by B Lab.

Associate and New Zealand B Lab CEO Andrew Davies comments: "Synlait's Certification is not only a win for Synlait, but a win for the B Corp™ movement. Synlait is now the largest B Corp™ in New Zealand and Australia. A business of its size meeting B Corp's™ strict social and environmental standards and committing to operate responsibly is no easy feat."

3.

The Vita Coco Company Proudly Announces B Corp Certification
 Pioneer in functional beverage category earns socially responsible business recognition just months after becoming Public Benefit Corporation

March 08, 2022 08:00 ET | Source: The Vita Coco Company

NEW YORK, March 08, 2022 (GLOBE NEWSWIRE) — The Vita Coco Company, a leading platform for plant-based, functional products, today announced that it has been certified as a B Corporation™ (B Corp™), furthering the Company's commitment toward operating its business as a force for good, while delivering better for you products. The certification comes less than a year after The Vita Coco Company incorporated as a Public Benefit Corporation (PBC).

The B Corp verification process administered by the nonprofit, B Lab, measures a company's social and environmental performance. To become a Certified B Corporation, companies undergo a rigorous review of the impact of their operations and business model on their workers, customers, communities and environment, and must meet a minimum verified score on the B Impact Assessment.

"We've always been on a mission to create more equitable access to natural, better-for-you products in a responsible way," said Mike Wilson, Founder & Co-CEO of The Vita Coco Company. "Joining a network of like-minded organizations will create collective impact to democratize health and wellness. We are honored to receive this distinction and become part of the B Corp community."

The Vita Coco Company is committed to protecting natural resources while building thriving communities through its sustainability and social impact programming. The Company is focused on building regenerative farming systems in its coconut and guava communities, with the goal of positively impacting the lives of 1 billion people and creating more access to healthy, natural products.

Through the Vita Coco Project, the Vita Coco Company has built over 30 classrooms, distributed more than 25,000 local seedlings to smallholder farms, and increased grosser income by over 200% in the Philippines and for Lanka, Myanmar, the Company's plant-based energy brand, works partners with the Indigenous Kichwa community of Ecuador to secure natural energy from guayule leaves—a native plant to the Amazon and global south region—and has planted 12 million trees in Ecuador.

The Vita Coco Company is joining a network of 4,000 B Corps in 70 countries and 300 industries worldwide. To learn more about Vita Coco, visit [vita.com](#). You can also connect with Vita Coco on Facebook, Twitter and LinkedIn.

ABOUT THE VITA COCO COMPANY
 The Vita Coco Company was co-founded in 2008 by co-CEO Michael Krizan and co-CEO, Pioneer in the functional beverage category, The Vita Coco Company's brands include the leading coconut water, Vita Coco; clean energy drink Buns; sustainable enhanced water, Ever & Ever; and protein-infused water, PWS (PWT). With its ability to harness the power of people and plants, and balance purpose and profit, The Vita Coco Company has created a modern beverage platform built for current and future generations.

PRESS CONTACT
 Matury Smith, Office PR
 302-648-8848
matury@vita.com

FORWARD-LOOKING STATEMENTS
 This press release contains forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995, including statements with respect to future plans for operating the Company's business and expectations of future commitments and activities. The caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond the control of the company. These factors include, but are not limited to factors discussed under the caption "Risk Factors" in our prospectus pursuant to Rule 424(b) filed with the U.S. Securities and Exchange Commission ("SEC") on October 23, 2021, and our other filings with the SEC as such factors may be updated from time to time and which are accessible on the SEC's website at [www.secdatabase.com](#) and the investor relations page of our website at [investor.vita.com](#). Any forward-looking statements contained in this press release speak only as of the date hereof and we disclaim any obligation or undertaking to update or revise any forward-looking statements contained in this press release, whether as a result of new information, future events or otherwise, other than to the extent required by applicable law.

MAKE IT PERSONAL! - APPLICATION EXAMPLES

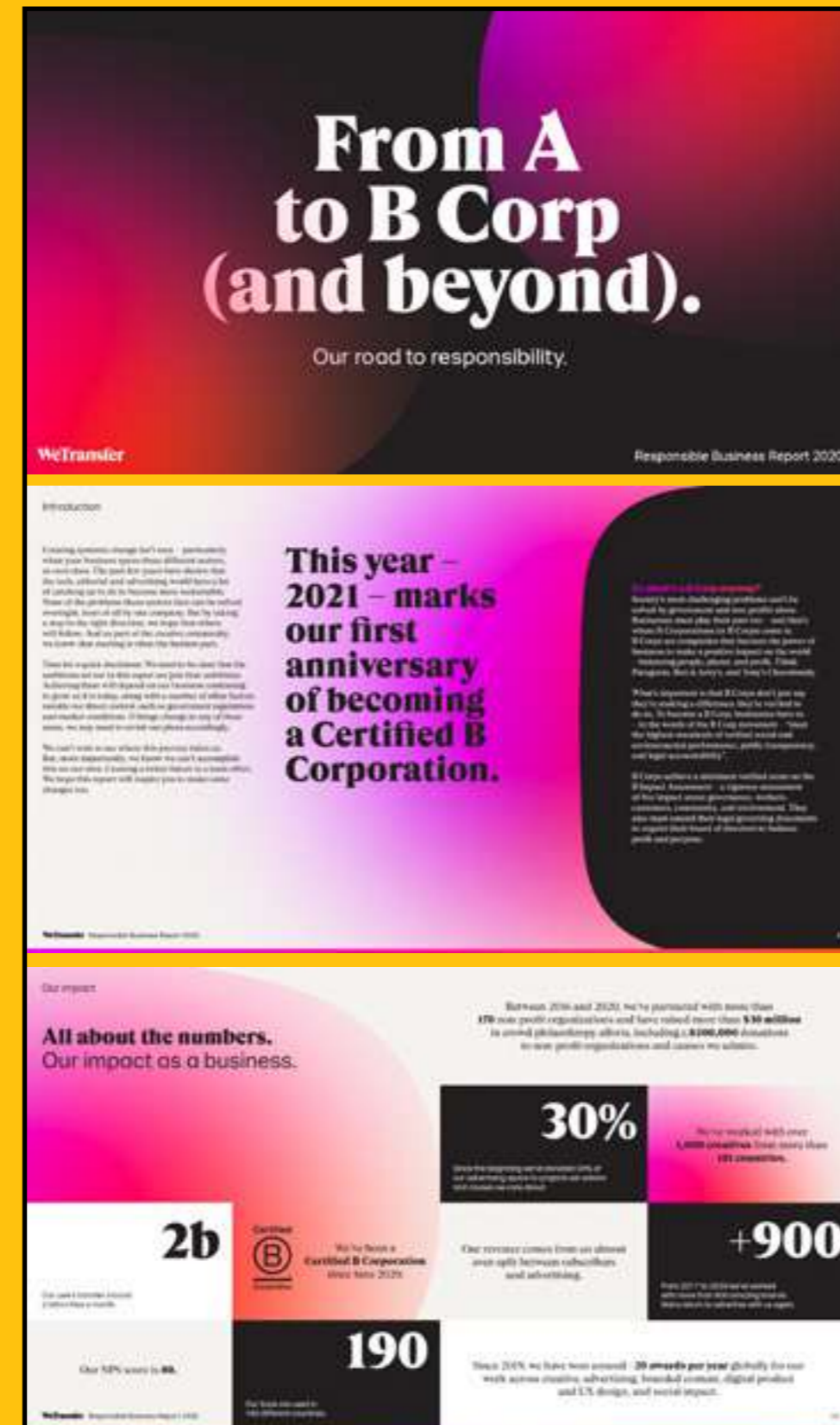


Report examples

1. WeTransfer
2. Quip
3. Bank Australia
4. Newly

Click on images to expand

1.



2.



3.

4.

MAKE IT PERSONAL! - APPLICATION EXAMPLES



Signage examples

1. Mindful Chef
2. Kathmandu
3. Dewerstone
4. Coutts
5. Athleta
6. Save The Duck
7. WHSmith (B Corp products display)
8. The Body Shop
9. Equator Coffees

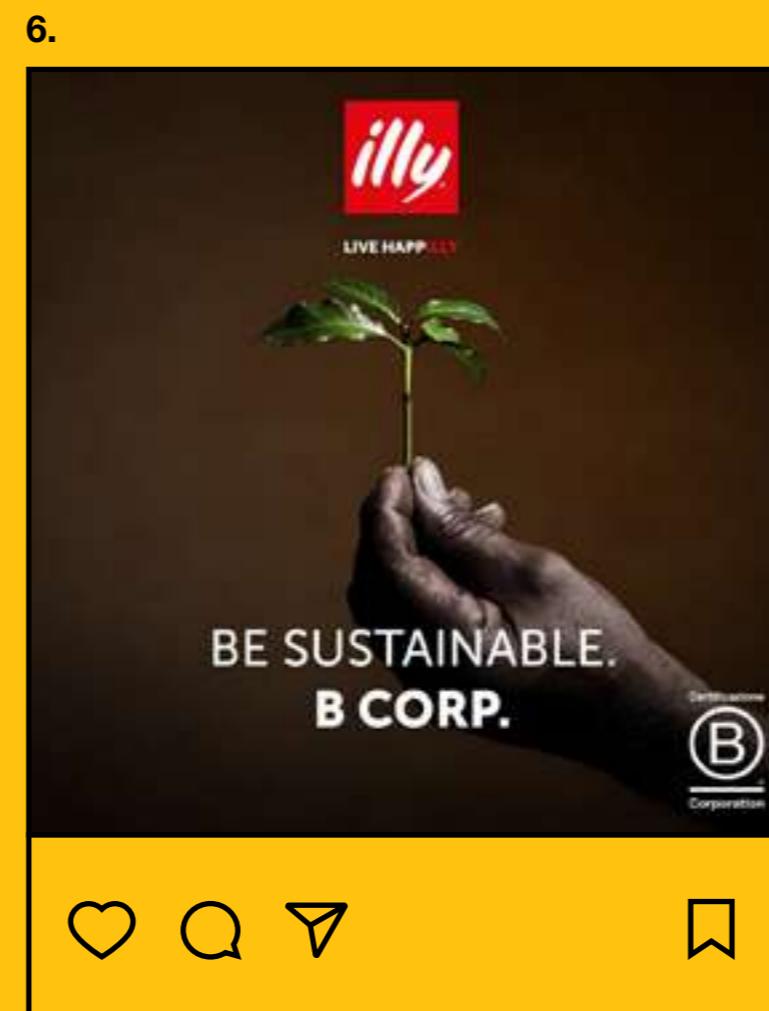
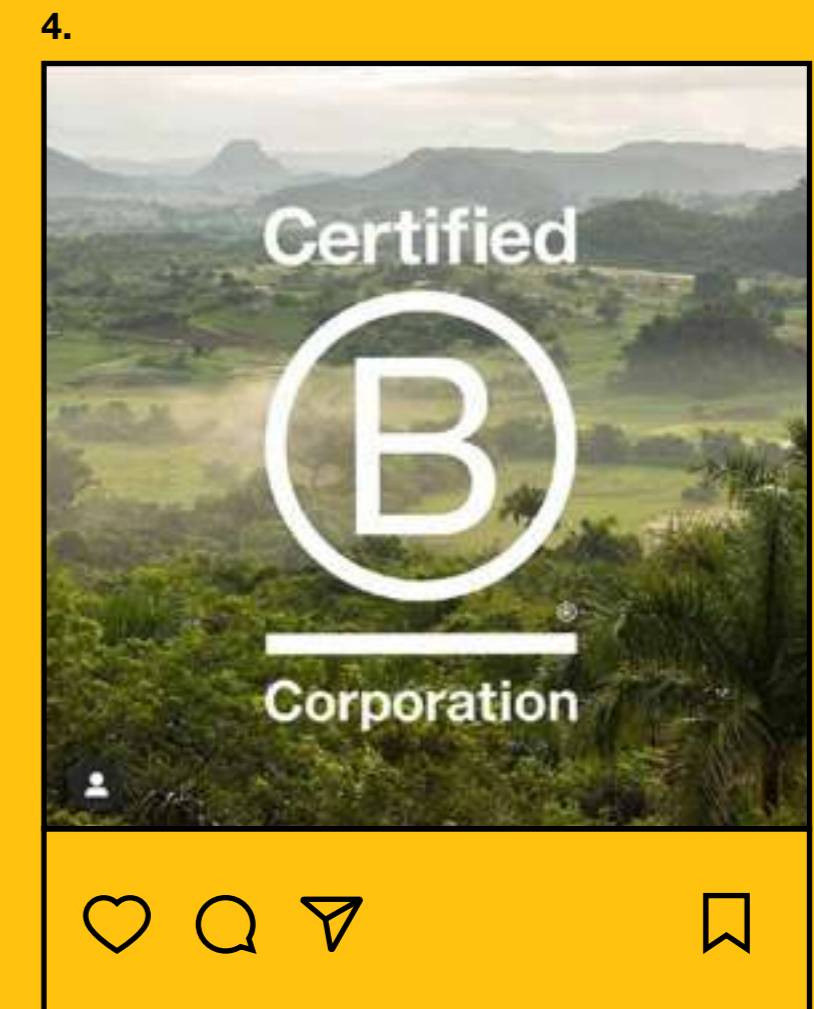
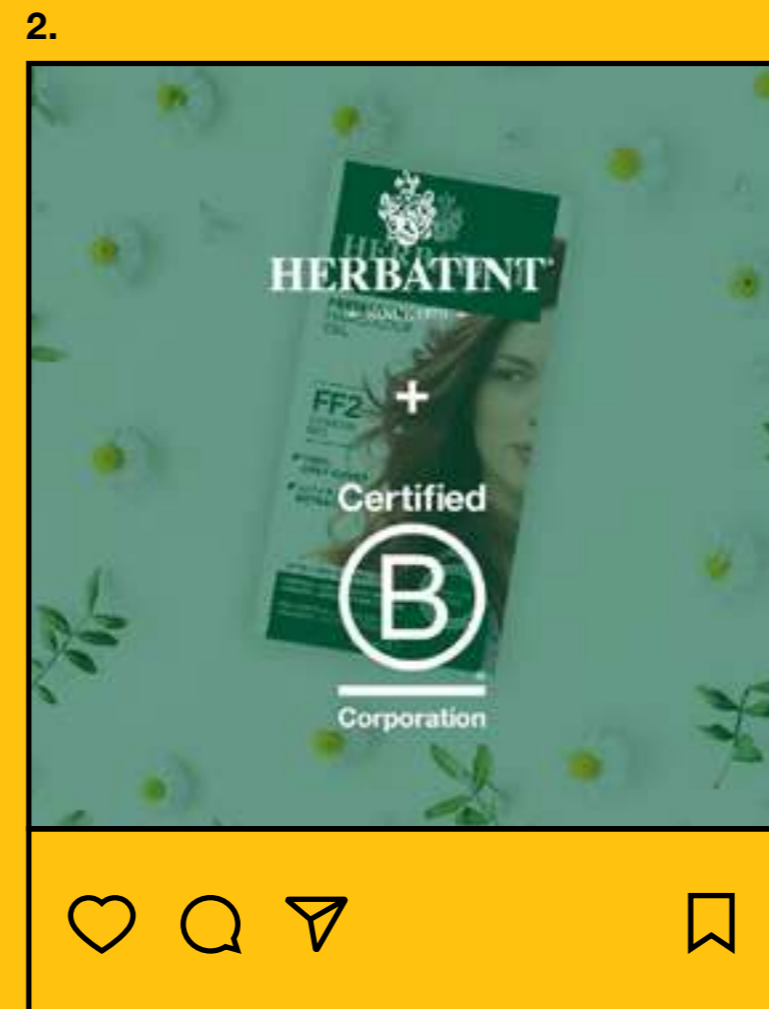


MAKE IT PERSONAL! - APPLICATION EXAMPLES



Social media examples

1. Athleta
2. Herbatint
3. Nisolo
4. Kathmandu
5. Rituals Cosmetics
6. Illy
7. Finisterre
8. Danone



MAKE IT PERSONAL! - APPLICATION EXAMPLES



Tradeshhow examples

1. TOMS
2. Picture Organic Clothing
3. KeHE
4. Norden
5. Mamma Chia
6. Cotopaxi

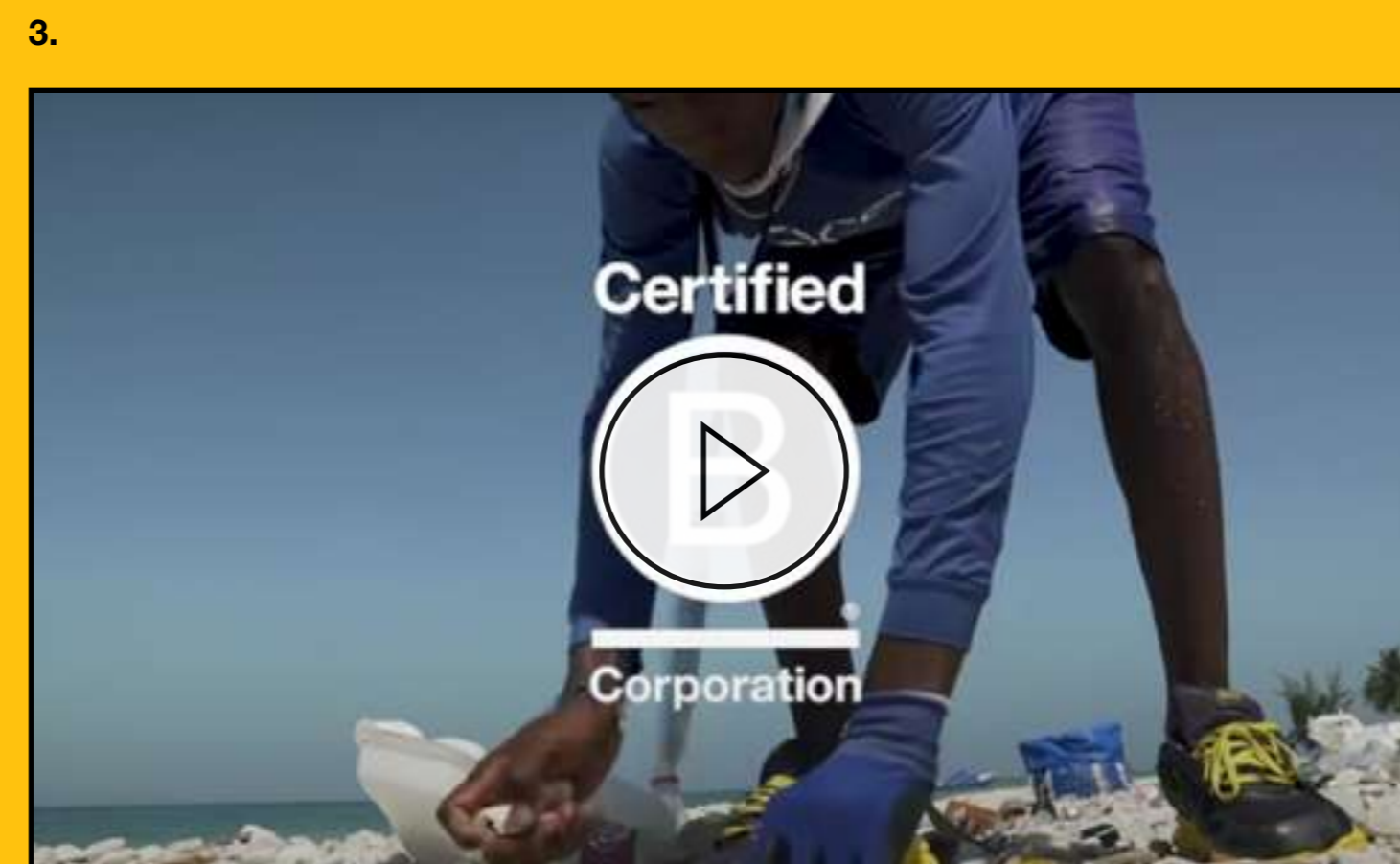
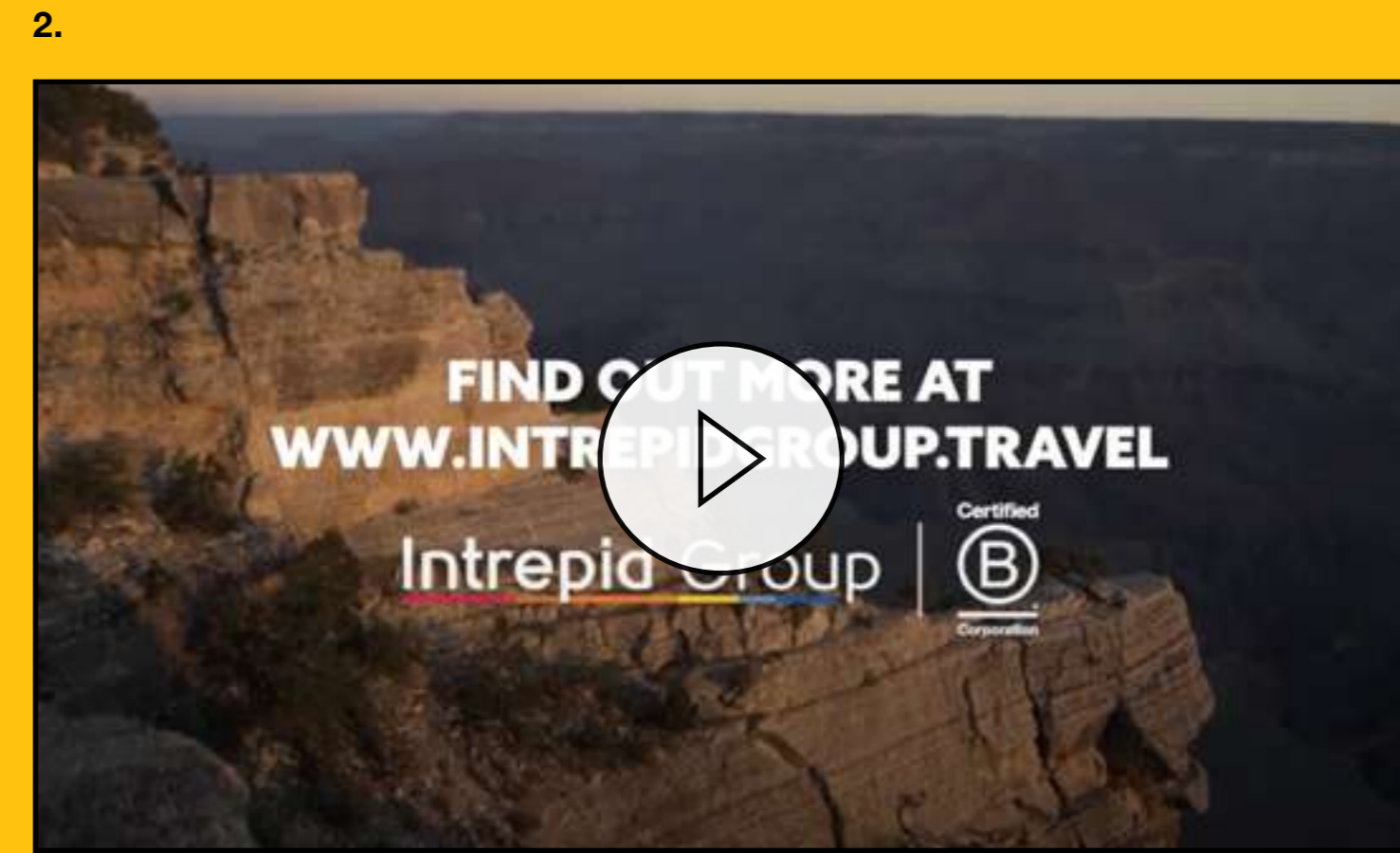
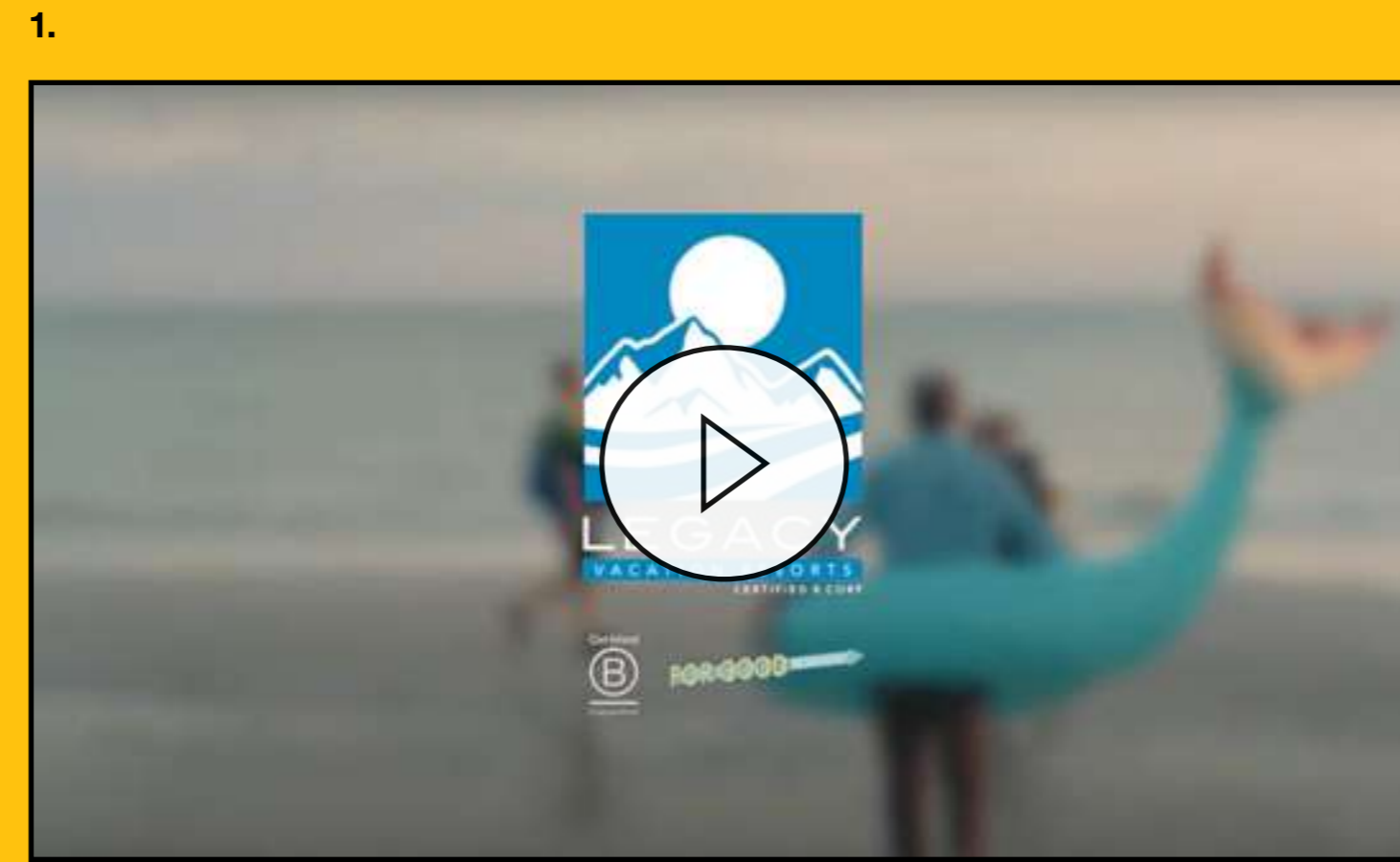




Video examples

- 1. Legacy Vacation Resorts
- 2. Intrepid Travel
- 3. 4ocean
- 4. Valrhona

Note images are linked to the videos.

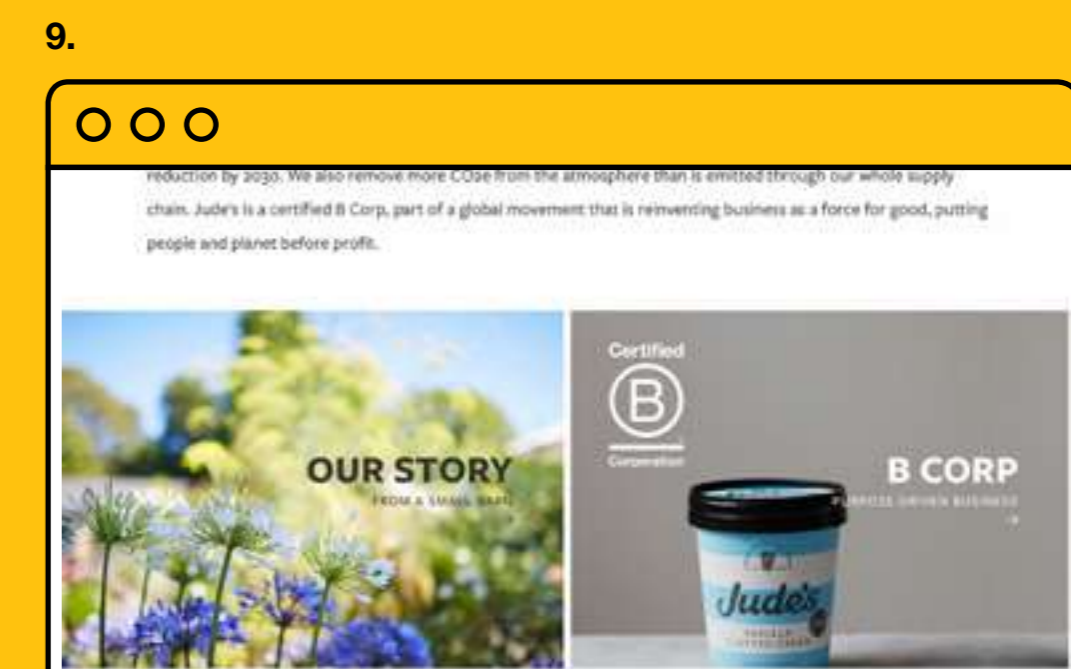
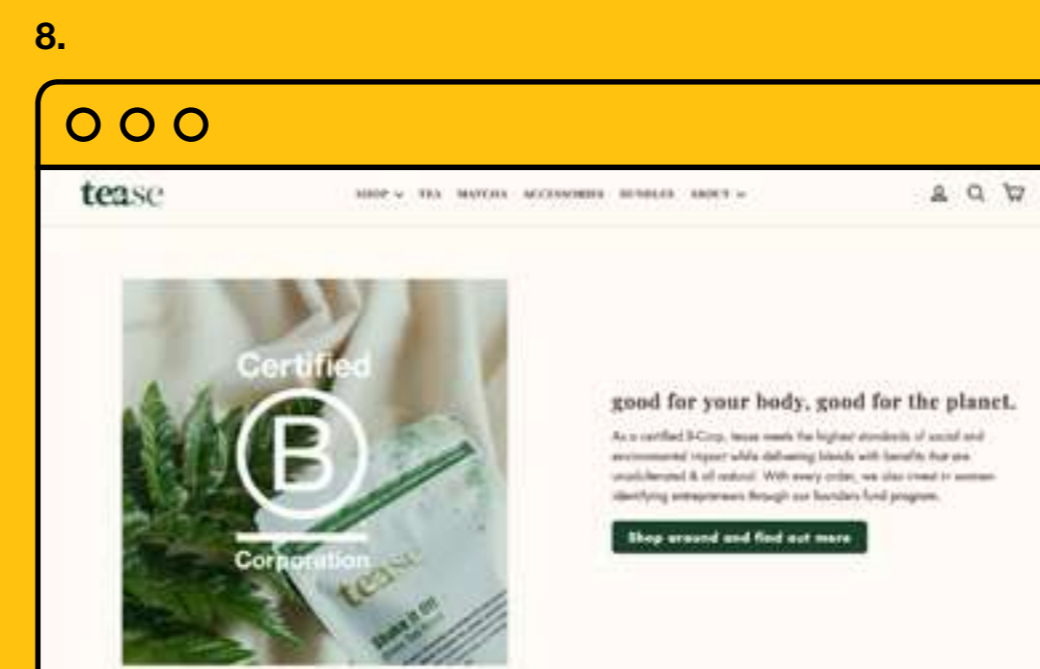
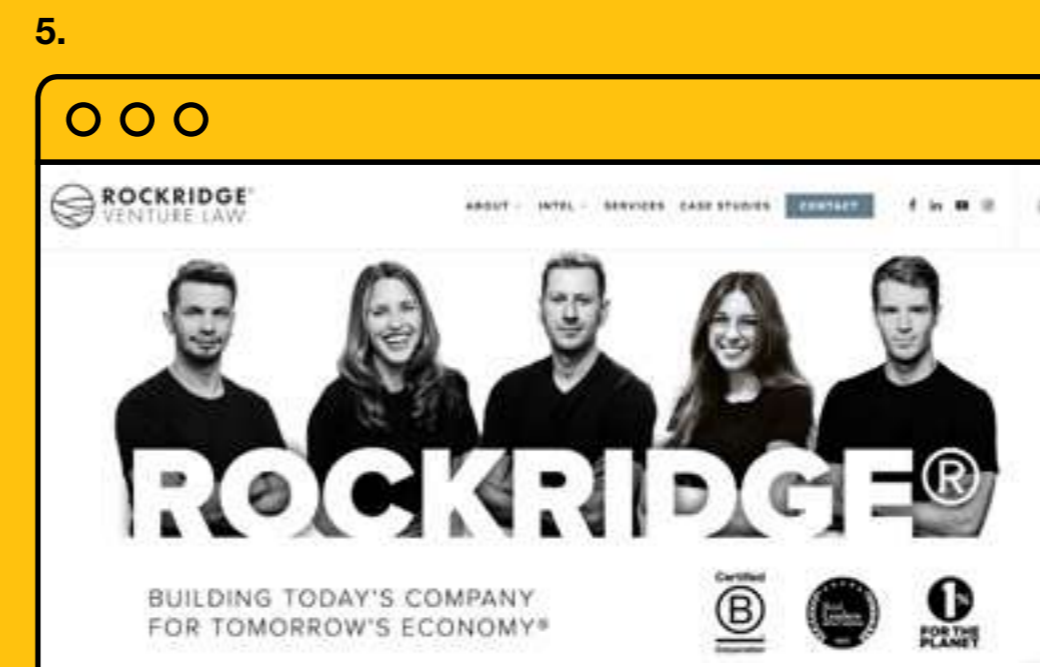
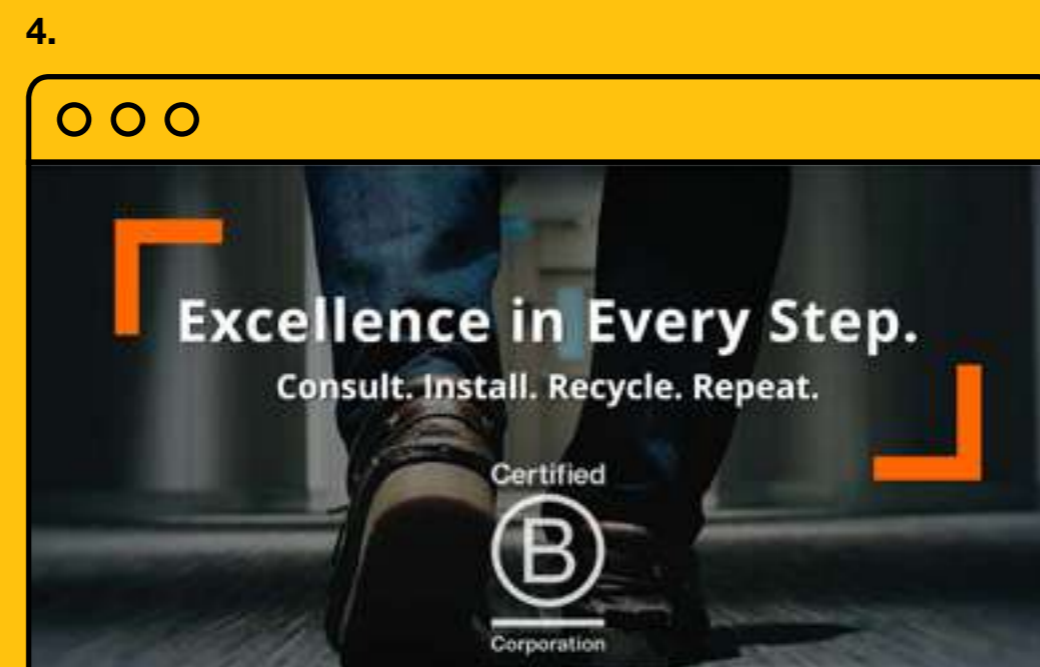
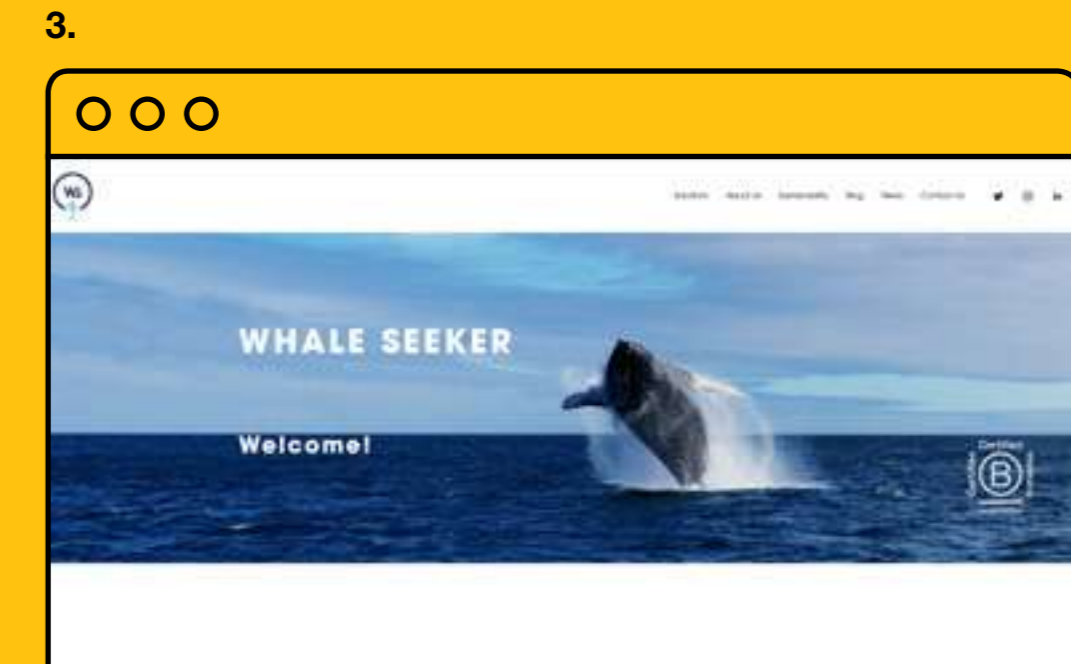


MAKE IT PERSONAL! - APPLICATION EXAMPLES



Website banner examples

1. Danone
2. Microvest
3. Whale Seeker
4. Corporate Floors
5. Rockridge Venture Law
6. Small Axe Peppers
7. The Cheeky Panda
8. Tease
9. Jude's Ice Cream



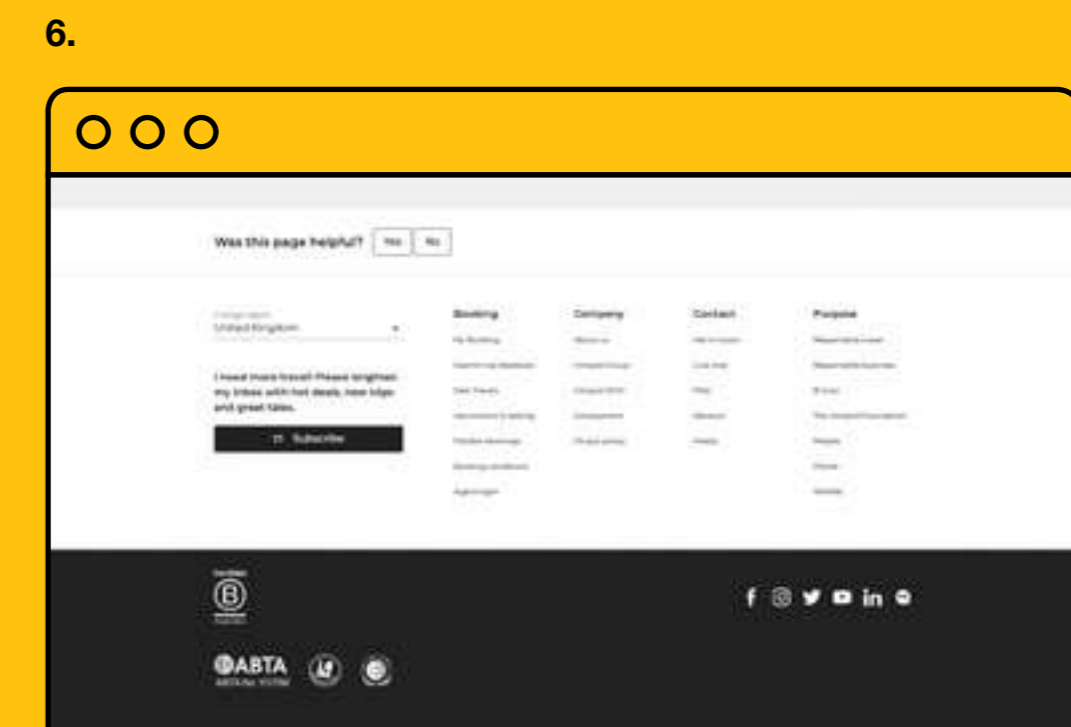
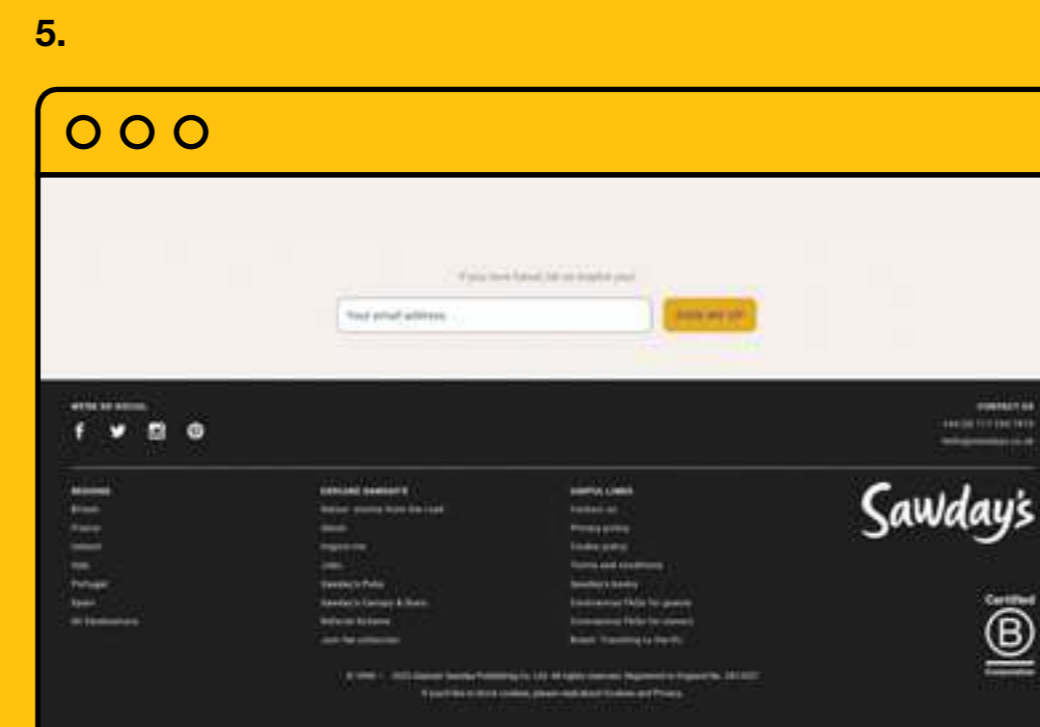
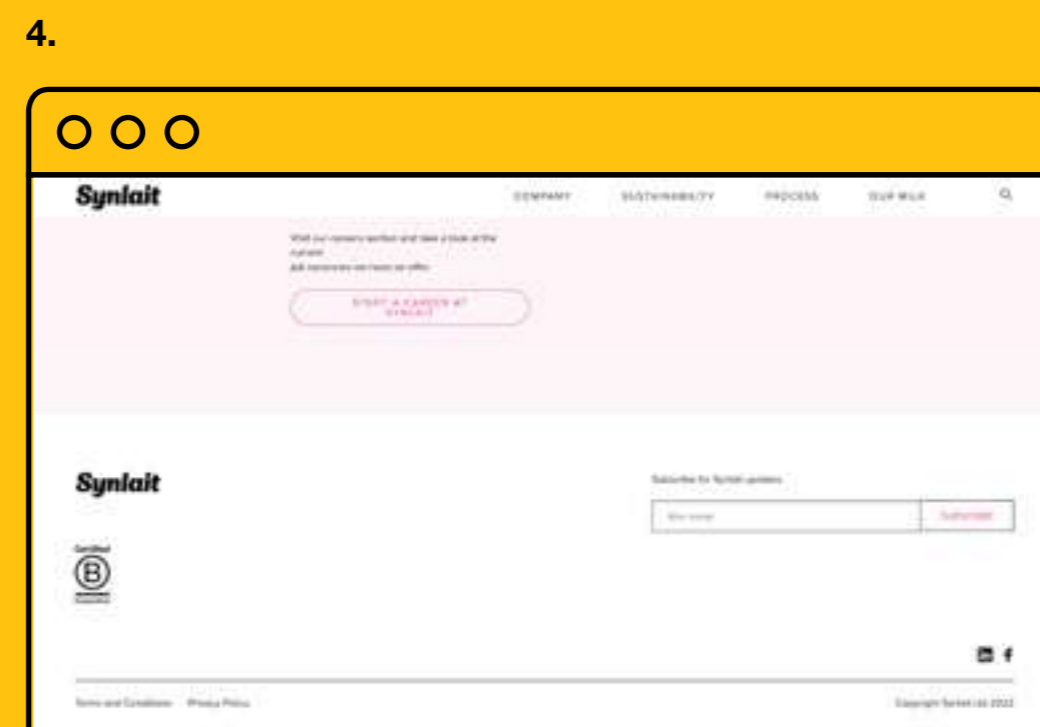
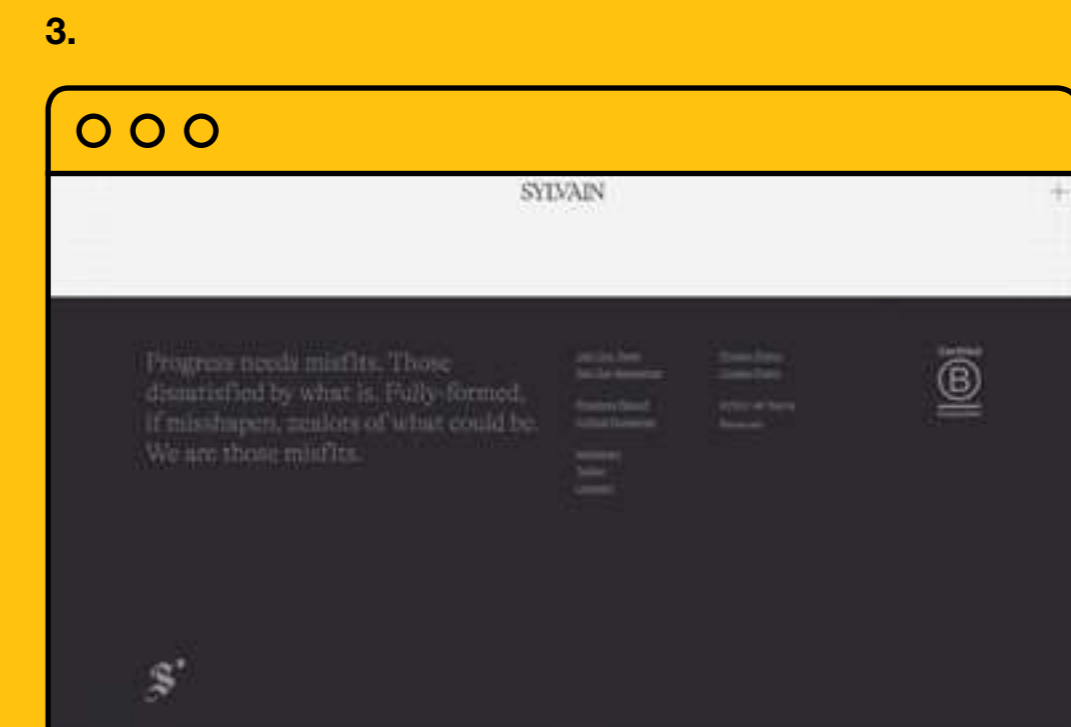
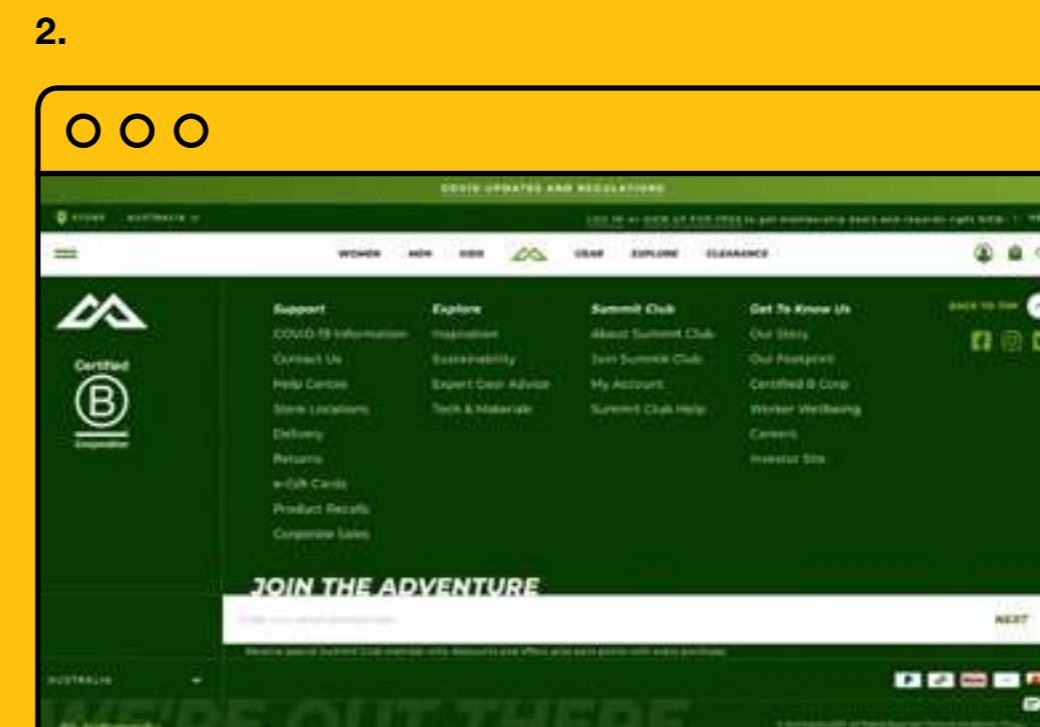
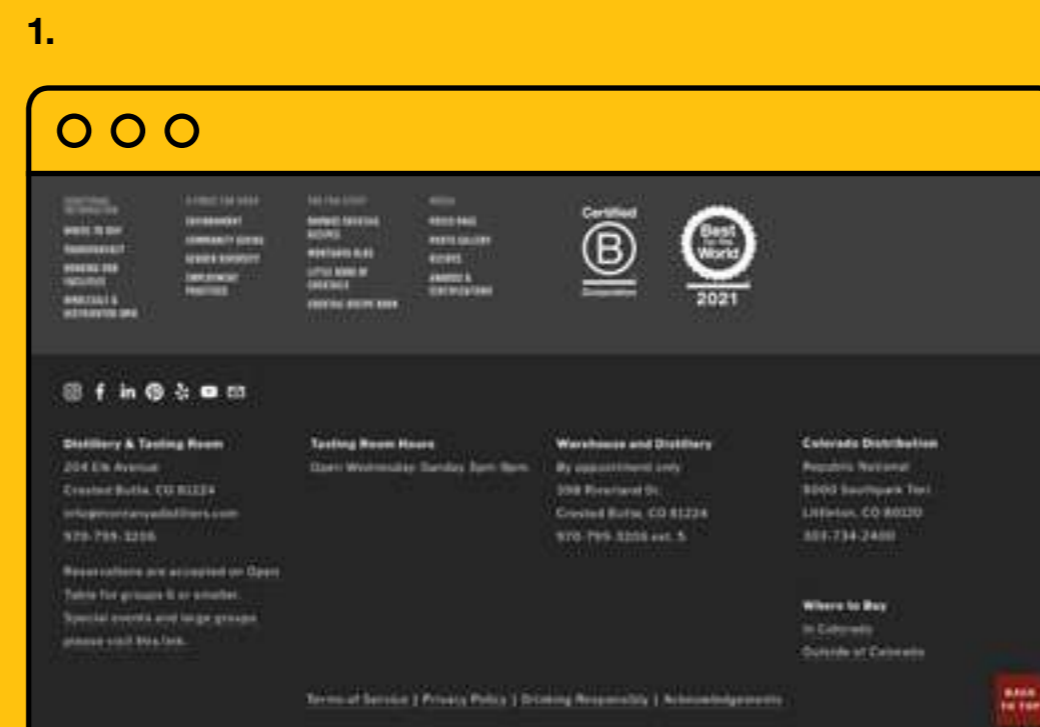
MAKE IT PERSONAL! - APPLICATION EXAMPLES



Website footers examples

1. Montanya Rum
2. Kathmandu
3. Sylvain
4. Synlait
5. Sawday's
6. Intrepid Travel

*This should be done only when the website/IP is for an entirely certified company.



MAKE IT PERSONAL! - APPLICATION EXAMPLES



Website landing page examples

1. Bank Australia
2. Synlait
3. Kathmandu

*This should be done only when the website/IP is for an entirely certified company.

1.

2.

3.



More resources

Find frequently asked questions and useful links to B Corp resources.



I have a question about use of the Certified B Corp logo or another brand or IP usage issue.

Reach out to brand@bcorporation.net and/or your local [B Lab or Sistema B](#) organization.

What do I do if I see a company misusing the Certified B Corp logo?

Reach out to brand@bcorporation.net — and refer to the [Complaints page](#) of our website for more information about misconduct or misrepresentation by Certified B Corporations.

I love B Corps! How can my company get involved in brand initiatives with the B Corp movement?

Reach out to your local [B Lab or Sistema B](#) organization to learn about and get involved with movement activities in your region.

My company is a Certified B Corp and we are partnering with a non-certified company on an initiative. Can we use the Certified B Corp IP?

Since every brand collaboration is different, the best course of action will be to reach out to brand@bcorporation.net to discuss use of the IP.



Can the B Corp logo be used on promotional items such as clothing, accessories, drinking bottles, etc?

As stated in the B Corp Certification Agreement, which all B Corps sign upon receiving their certification, Certified B Corps have permission to use the IP for the purposes of informing the public that the Company is a member of the Certified B Corp community. The easiest way to comply with this requirement is by including the company logo on the same item, ideally with a linking phrase similar to “{company} is proud to be a (B Corp logo)“. Please note the B Corp logo can only be placed on products produced by a Certified B Corp and that they can only be commercialized if they are part of the main line

of production of the company presented and verified through the certification process.

Is the certifying body called B Corp?

No. B Corp Certification is granted and administered by B Lab, a nonprofit network organization that drives economic systems change by creating standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. B Lab’s standards are the core of the B Impact Assessment, on which all B Corps score 80 or above in order to achieve certification, in addition to fulfilling the legal requirement to uphold stakeholder governance.



In the past, the tagline said that B Corps meet the “highest standards” of social and environmental impact. Why does it now say “high”?

We’re no longer using “highest standards” in our communications, and ask B Corps to do the same, including in our tagline lockups. B Lab’s standards are high, but we’re also always working to improve them. Accordingly, B Corp Certification isn’t the “final level” of being a good business: it’s just the beginning of a journey of continuous improvement. To maintain certification, B Corps are re-assessed by B Lab’s standards every three years — standards that themselves are evolving and improving.

Is it B Corp, BCorp, or B-Corp?

The correct styling:

B Corp | Certified B Corporation | B Corporation

The incorrect styling:

**BCorp (with no space) | B-Corp | B Corp.
| B Company | B Corp company**

Similarly, our organization name is **B Lab**, not **The B Lab, B Labs, B-Lab, or B.Lab.**



What is a Pending B Corp?

Pending B Corp is a temporary status granted by B Lab for start-ups and smaller companies who typically have less than 12 months of operations and are able to meet the legal pathway for B Corp certification. It's designed to give these companies time to prepare for the rigorous process of B Corp Certification. In order to become a Pending B Corp, a company must meet the legal accountability requirement, complete and submit a prospective B Impact Assessment, and pay a one-time fee. The company is then granted explicit and specific permission to use B Lab's protected IP — i.e., the name “Pending B Corporation” and the “Pending B Corporation” logo — exclusively on their website, digital channels, and internal communications. The Pending B Corp logo cannot be used on packaging or in print. After a period of time defined by the company's local B Lab or Sistema B partner, Pending B Corps must complete the full certification process.

Please note, the term Pending B Corp does not refer to any company that is in the pipeline or process of becoming a Certified B Corp. Companies must apply for Pending B Corp status and certain restrictions apply. Learn more on our [website](#).



Can companies pursuing certification (e.g. working with the B Impact Assessment, or submitting an application) use the B Corp or the Pending B Corp logos to communicate their ambition or progress?

Companies pursuing certification (e.g. working with the B Impact Assessment or submitting an application) cannot use the Certified B Corp logo; however, companies can use the term Certified B Corp or Certified B Corporation in text. For example, a company can state their intention or ambition to become a B Corp: “Company X is committed to becoming a Certified B Corporation.”

The Pending B Corp logo can only be used by companies that have received confirmation of their Pending B Corp status by B Lab on their website, digital channels, or internal communications. Pending B Corps cannot use the Certified B Corporation logo.

Is it ok to share the B Corp movement video?

Absolutely! We encourage everybody to spread awareness of the B Corp movement by sharing far and wide the video that explains our global vision and the way we’re collectively working towards its fulfillment. Please make sure you credit [bcorporation.net](https://www.bcorporation.net).



What is a B Market Builder?

B Market Builders work in regions where the B Economy is still in its early stages, focusing primarily on creating and growing a thriving community of Certified B Corps. They support and engage existing local B Corporations and support other mission-aligned organizations to measure their social and environmental impact.

B Market Builders help create the community of leaders necessary to show the local business ecosystem that it is possible to be successful while taking measurable steps towards Impact Governance and Impact Management. In this process, B Market Builders also engage and collaborate with strategic partners that can support and accelerate their work.

With support of B Lab Global, B Market Builders also set up the foundational pillars to grow a strong and financially sustainable organization that will support the global movement of people using business as a force for good in their local markets in the long term.



What are the “B Movement Builders”?

Inspired by the leadership of the global B Corp community, B Movement Builders is a collaborative coalition of leading multinational companies that catalyze the global movement of business as a force for good. All B Movement Builders are multinational companies with at least \$1B in annual revenue. They recognize the leadership of Certified B Corps and are committed to the principles of the B Corp movement, as well as the company-level and collective actions that bring these principles to life.

Bolstered by customized support from the B Movement Builders program, participating companies make credible commitments, identify opportunities for scalable collaboration, and work internally to affect impactful transformation that accelerates a global systems change of business and culture. They also access a community through which they can engage with peers in order to build the movement and accelerate its impact. Learn more on our [website](#).



[Everything you need to know about B Lab and the B Corp Movement](#)

[Find a B Corp](#)

[Please refer to our Knowledge Base for guidance and support regarding B Corp Certification](#)

↓ [Download the B Corp Certification marks](#)

↓ [Download the B Corp Certification mark with taglines](#)

↓ [Download the Impact Area Pillars diagram](#)



Appendix

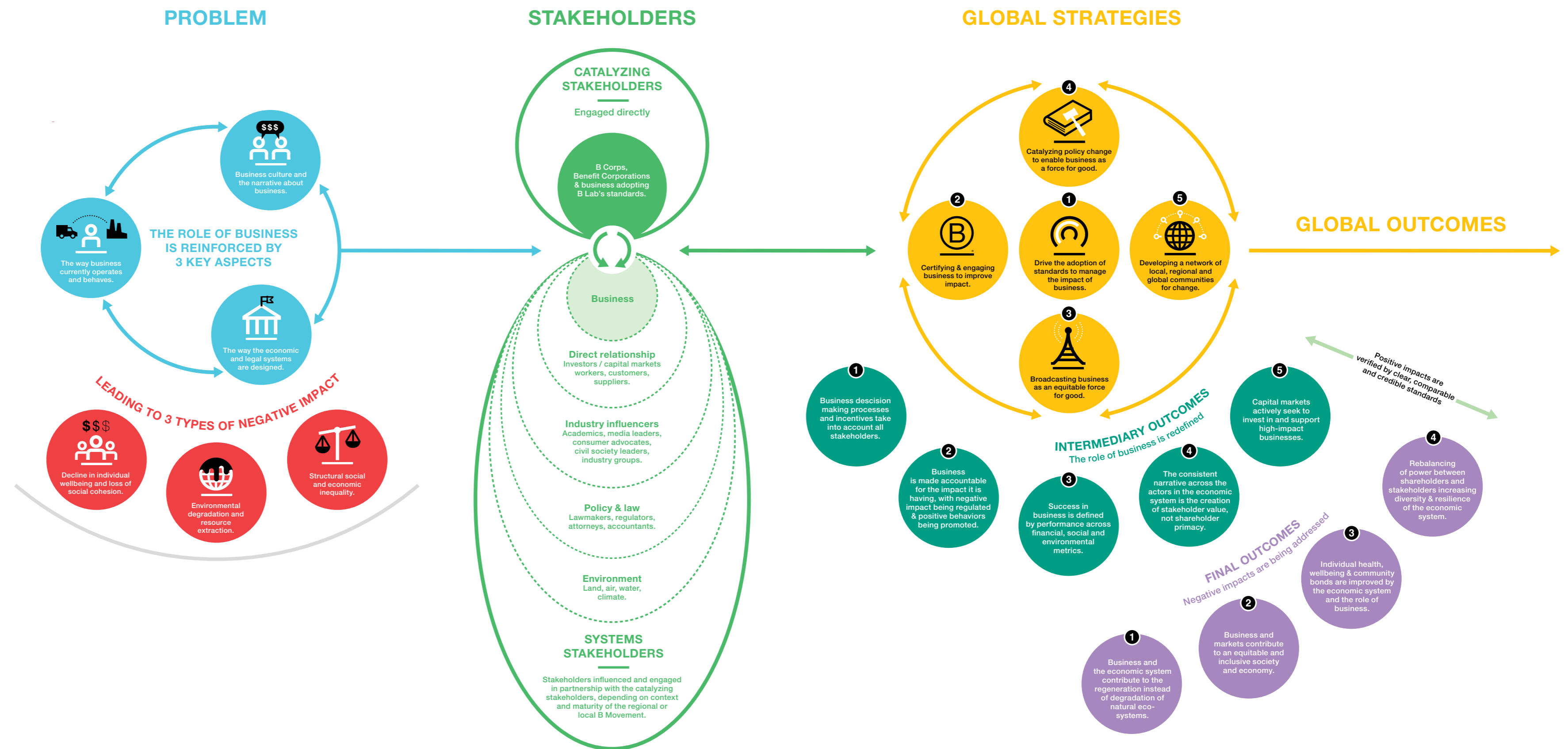


Problem

The current economic system, driven by business as one of its key actors, is not meeting its enormous promise to create positive impact, while creating significant negative impacts.

Our Vision for Change

An inclusive, equitable, and regenerative economic system for all people and the planet.





Introduction

Creating systemic change isn't easy – particularly when your business spans three different sectors, as ours does. The past few years have shown that the tech, editorial and advertising world have a lot of catching up to do to become more sustainable. None of the problems these sectors face can be solved overnight, least of all by one company. But by taking a step in the right direction, we hope that others will follow. And as part of the creative community, we know that starting is often the hardest part.

Time for a quick disclaimer. We need to be clear that the ambitions set out in this report are just that: ambitions. Achieving them will depend on our business continuing to grow as it is today, along with a number of other factors outside our direct control, such as government regulations and market conditions. If things change in any of these areas, we may need to revisit our plans accordingly.

We can't wait to see where this journey takes us. But, more importantly, we know we can't accomplish this on our own. Creating a better future is a team effort. We hope this report will inspire you to make some changes too.

This year – 2021 – marks our first anniversary of becoming a Certified B Corporation.

So what's a B Corp anyway?

Society's most challenging problems can't be solved by government and non-profits alone. Businesses must play their part too – and that's where B Corporations (or B Corps) come in. B Corps are companies that harness the power of business to make a positive impact on the world – balancing people, planet, and profit. Think Patagonia, Ben & Jerry's, and Tony's Chocolonely.

What's important is that B Corps don't just say they're making a difference: they're verified to do so. To become a B Corp, businesses have to – in the words of the B Corp movement – “meet the highest standards of verified social and environmental performance, public transparency, and legal accountability”.

B Corps achieve a minimum verified score on the B Impact Assessment – a rigorous assessment of five impact areas: governance, workers, customers, community, and environment. They also must amend their legal governing documents to require their board of directors to balance profit and purpose.



Our impact

All about the numbers.
Our impact as a business.

Between 2016 and 2020, we've partnered with more than **170** non-profit organizations and have raised more than **\$30 million** in crowd philanthropy efforts, including c.**\$500,000** donations to non-profit organizations and causes we admire.

30%
Since the beginning we've donated 30% of our advertising space to projects we admire and causes we care about.

We've worked with over **1,000 creatives** from more than **101 countries.**

2b
Our users transfer around 2 billion files a month.

Certified B Corporation
We've been a **Certified B Corporation** since June 2020.

Our revenue comes from an almost even split between subscribers and advertising.

+900
From 2017 to 2020 we've worked with more than 900 amazing brands. Many return to advertise with us again.

Our NPS score is **80.**

190
Our tools are used in 190 different countries.

Since 2019, we have won around **~20 awards per year** globally for our work across creative, advertising, branded content, digital product and UX design, and social impact.

WeTransfer Responsible Business Report 2020

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A Michalk
Alison Michalk
CEO

Welcome to our first Quiip Impact Report

Becoming a certified B Corp in 2018 was a huge achievement for Quiip and the beginning of our journey to further re-defining success in business. As a B Corp we have a framework for how we can improve as a business, whilst valuing people, the planet and profit. And it means making a commitment to creating a durable and shared prosperity for all.

As an entirely distributed company that advocated for radical flexibility whilst supporting employees holistically - we've always done things our way. And it was this type of approach to doing business differently, that led us to B Corp certification.

Even amidst these difficult times, from bushfires to COVID, we're optimistic even we can #buildbackbetter and we believe the B Corp movement can provide pivotal support to organisations looking to use business as a force for good.



Action; Advocacy and supporting the B Corp Movement



Since certifying in 2018 and joining our fellow B Corp business community we have become active and passionate advocates for those seeking to create a “new economy” that favours people, the planet and profit. Our advocacy work includes:

NetZero2030 | We were one of 700 companies globally to commit to Net Zero emissions by 2030. This is 20 years ahead of the 2050 targets set in the Paris Agreement and the most aggressive climate action effort by a group of businesses in the world.

Climate Action | We joined forces with Australian business collective This is #NotBusinessAsUsual, which includes many B Corps, to unify the message about climate action on 20 Sept, 2019. On the day of the strike, Quiip staff attended rallies in Sydney, Melbourne and Los Angeles.

Future Super’s “Equality Is Everyone’s Business” | Alison interviewed on film for Future Super’s (a fellow B Corp) campaign targeting data transparency re: gender equality in the ASX100

B Corp Panels | Quiip along with fellow B Corps Dynamic4 and StartSomeGood organised & hosted two panel events in Sydney for the B Corp community.

B Local Sydney Board | In January 2020 CEO Alison Michalk joined the newly formed B Local Sydney Board as Communications Chair.

B Corp Community | Utilising her pro bono time made available through Quiip Alison drove an initiative to launch a national online community. Combining her expertise in online community with her passion for the B Corp movement was the perfect match! www.bcorpcommunity.com.au

Quiip ©

Can we help?

B Impact Report

Quiip
Online community & social media management, mentoring, training, governance.
Certified Since: May, 2018
Location: Sury Hills, New South Wales, Australia
Sector: Service with Minor Environmental Footprint

Overall B Impact Score ⓘ

82.3

Certified B Corporation

Watch this space!
Re-certifying May 2021.

WWW.QUIIP.COM.AU

If you're interested in any of the initiatives we've mentioned in our Impact Report we're more than happy to share resources and learnings. We're already looking forward to re-certifying in May 2021 and the improvements this will drive.

If you're interested in our social media and online community management services, please get in touch.

Alison Michalk
alison@quiip.com.au



Welcome
Our reporting approach
Our business in brief
Our financial performance
Responsible banking
Our customers
Our people
People and planet
Appendices

We aspire to be a leading purpose-driven business in Australia.

In June we achieved our B Corporation accreditation, scoring 104.2

The minimum score to become a B Corporation is 80.

B Corporations, known as B Corps, are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

We join a community of over 3,400 other businesses in 60 countries around the world that are using the power of business to benefit people and the planet, and create a more inclusive and sustainable economy.

The B Corp community works toward creating reduced inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose.

The combination of third-party validation, public transparency, and legal accountability help certified B Corps build trust and value.

B Corp certification is administered by the non-profit B Lab.

Why B Corp?

The aim of B Corp aligns closely with our desire to use the business of banking to create a positive impact.

B Corp certification also means our customers can be confident that our commitment to being a purpose-led business has real world implications.

The certification demonstrates that we already operate using sustainable and ethical practices, while also providing a global best practice framework for us to measure and evaluate our impact performance moving forward.

The B Corp performance framework will guide our strategy to continuously improve how the bank creates positive outcomes for customers, employees, communities and the planet. In this way, it strongly aligns to our Global Alliance for Banking on Values (GABV) goals and values.

Becoming a B Corp also gives us greater access to a global community of other purpose-driven businesses to learn from and collaborate with, helping expand our role as a thought leader in responsible banking.

Staff from all areas of the bank will be involved in embedding the B Corp performance framework into their operations over the coming years.

Read our full assessment at bcorporation.net/directory/bank-australia

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The B Corporation accreditation process

Certifying as a B Corp goes beyond product or service level certification.

It is the only certification globally that systematically measures overall social and environmental performance. The B Corp accreditation is called 'B Impact Assessment'. The assessment looks at how a company's business model and operations impact their:

1. Governance
2. Workers
3. Community
4. Environment
5. Customers

Questions are split into two categories: Operations, which covers a company's day-to-day activities, and Impact Business Models, which awards additional points for business models designed to create positive impact.

Independent B Corp assessors guide a company through a rigorous process, asking questions and requesting data – from facts and figures to policies, procedures and strategies, as well as interviews with staff – to prove the positive impact of the business. The assessment involves more than 300 questions related to all aspects of the company operations, and the way it acts to have a positive impact.

B Corp Certification requires a minimum verified total score of 80 across all impact areas.

B Corp Certification doesn't just prove where a company excels now – it commits a business to consider impact for the long-term by building it into the very fabric of the company.

All Certified B Corps share their B Impact Assessment overall scores and category scores on their public profiles on bcorporation.net, in the spirit of transparency and accountability.

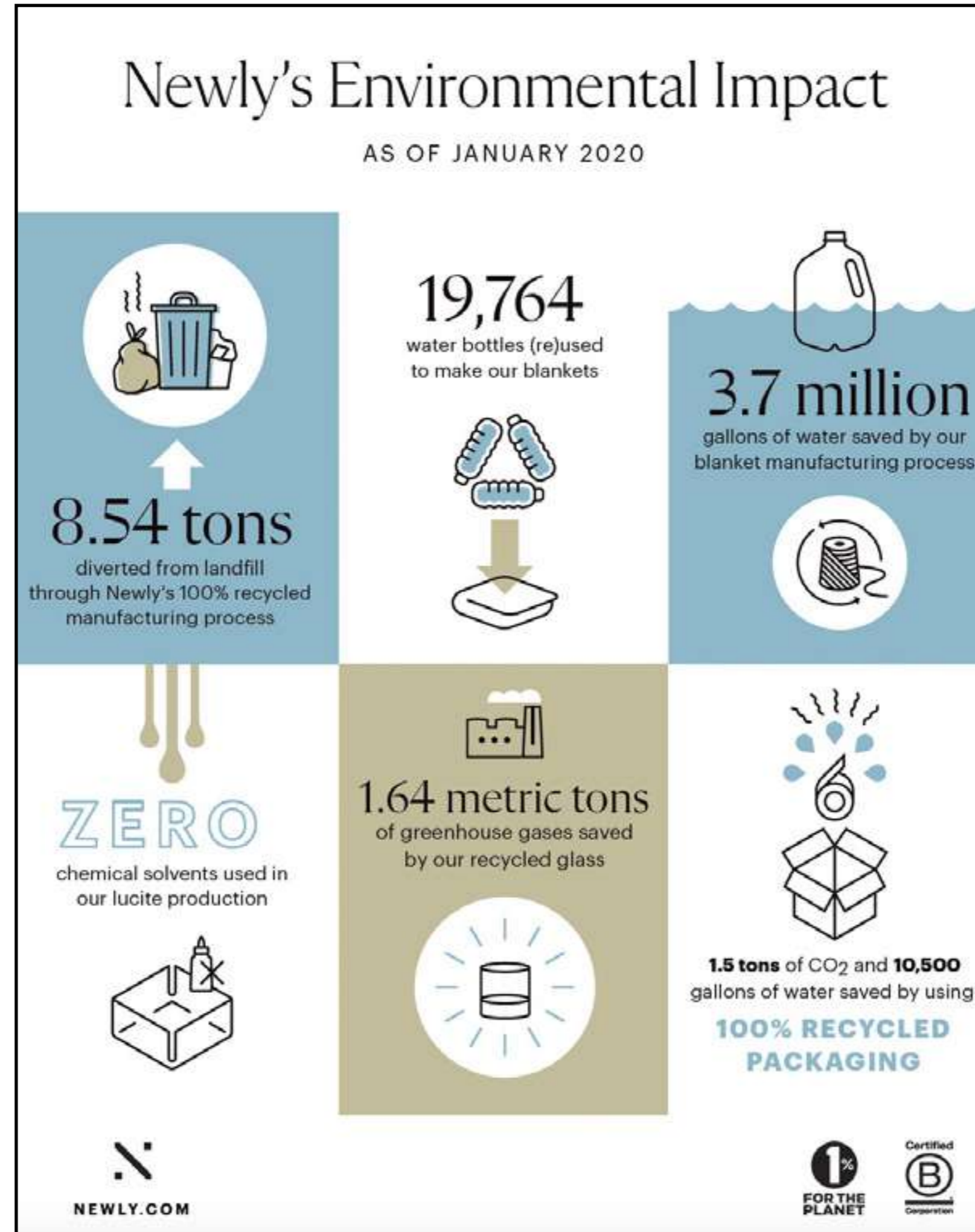
B Corps are reassessed every three years. At each assessment, the criteria becomes more ambitious as B Corps are encouraged to continuously develop their business and increase their positive impact.

The B Corp logo

The B Corp logo is used by certified B Corps and provides an external validation of the company as a purpose-driven business. We'll begin to use the B Corp logos alongside our own.

Bank Australia Limited 2020 Impact Report
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Bank Australia Limited 2020 Impact Report
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THANK YOU

If you have any questions regarding the proper use of these guidelines, please reach out to:
brand@bcorporation.net